

# Electrical Merchandising

The Business Magazine of the Electrical Trade



*World  
Supremacy*



THE MAYTAG COMPANY  
NEWTON, IOWA.

Founded 1894

PHILADELPHIA MINNEAPOLIS WINNIPEG, CANADA  
ATLANTA, GA. INDIANAPOLIS  
KANSAS CITY, DALLAS TEXAS  
SAN FRANCISCO, CALIF.

 <p>Sunbowl, Jr. Type No. 96—600 Watts with 10 in. bowl of solid copper—for customers who want big value for little money. . . . . <b>\$4.75</b> LIST</p>	 <p><b>\$8.50</b> LIST Simplex DeLuxe Sunbowl Type No. 92—600 Watts—14 in. bowl of solid copper. Art decorated base in black and gold. See description below.</p>	 <p>Simplex Sunbowl, Type No. 97—600 Watts—14 in. bowl of solid copper. The model that inspired the slogan—"Biggest Bowl—Most Heat". . . . . <b>\$7.00</b> LIST</p>
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## Simplex Style—Simplex Quality—at New 1927 Prices

LOOK carefully at the style—the beauty—the quality—in these 1927 Simplex Sunbowls. But look more carefully at the new low prices—for beyond any doubt they represent the absolute peak of electric appliance value.

The new DeLuxe Sunbowl selling at \$8.50 strikes a new note in electric radiator design and finish. With its brilliant color scheme of black and gold—its decorated, smooth, steel base—its black and gold cord—it has quality built into every part.

The standard and junior Sunbowls are fit companions for the DeLuxe model. And remember that all Simplex Sunbowls—whether they sell for \$4.75, \$7.00 or \$8.50—have the same exclusive features and sturdy construction that have made Simplex Sunbowls out-sell any other electric radiator on the market.

Simplex Advertising Helps are just as distinctive as the products they advertise. The handsome new window display and the unique Reflectads will draw customers into your store. Let the Sunbowls, themselves, do the rest.

This \$8.50 Sunbowl is offered in combination with other Sunbowls at a special premium price. Write for details.

Write for our special 1927 offer, which tells you how to increase this Fall's profits on electric radiators and heating pads.

**SIMPLEX ELECTRIC HEATING COMPANY**  
85 Sidney St., Cambridge, Mass.  
15 So. Desplaines St., Chicago



**Simplex Reflectad**  
The Simplex "Reflectad" Display is unique in Sunbowl advertising. In your window, it will "get over" the Sunbowl message, attract customers, and help make sales.



This new four deck display stand sets off to best advantage the new colored pads in their sanitary cellophane wrappings. Write for complete details of our special 1927 heating pad offer.

# Simplex

**ELECTRIC SUNBOWLS HEATING PADS**



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# Electrical Merchandising

The Business Magazine of the Electrical Trade

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## "Too Busy to Read"

THE competition for the business man's hearing time has become so acute that many men have let themselves almost get out of the habit of reading.

The result is that today hundreds of executives are busily making mistakes and overlooking opportunities because they are denying their minds and their businesses the benefit of the experience and stimulus of other men's ideas and findings.

This train of thought comes to us as the result of an experience of a New York executive last week. This man called in a well-known business counsel to advise with him on a certain problem in his business. The "expert" told him a story of another business in a similar line which had worked out the particular problem that faced this business. That was all.

The bill was \$1,000, and it was paid cheerfully, for it unquestionably pointed the right cause.

That executive does not know that the story he paid \$1,000 to hear was told in a business magazine that lay unopened on his desk even while he was talking with the "expert." And he probably never will discover it, for he is "too busy to read."

—Advertising and Selling.

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# This will suggest profit to YOU

PEOPLE are cleaning—need cleaners—the season is right!

The name—General Electric—is the most widely advertised in the electrical industry.

The G-E Cleaner has 14 big features; six swiveling attachments, a detachable nozzle brush and a cloth attachment holder. It is guaranteed by General Electric and endorsed by Good Housekeeping Institute.

The price is low.

The profit is generous. Do you know of an appliance at the same list price which brings an equal return?

And there are plenty of helps for your selling plans.

**\$49<sup>00</sup>**  
East of Rockies

Including attachments and cloth holder.

The G-E Cleaner is tested and approved by Good Housekeeping Institute.

A POSTCARD TODAY WILL  
SHOW YOU THE WAY

I'm interested in the profit I can make from purchasing G-E Cleaners this Fall. Send details—no obligation.

Name.....

Address.....



GENERAL  ELECTRIC  
**Vacuum Cleaner**



McGraw-Hill Publishing Co., Inc.  
JAMES H. MCGRAW, President  
EDGAR KOBAK, Vice-President

# Electrical Merchandising

L. E. MOFFATT  
Managing Editor

VOLUME 38

October, 1927

NUMBER 4

## All Set *for* SELLING

**T**HERE is right now a great deal of forecasting by business prophets on the question of whether business will be as good this Fall and Christmas season as it was a year ago. The consensus of opinion is that business will be good. The wise merchant knows, however, that his business, while it is affected by general conditions, depends most upon himself. It can be stated as a broad principle that business will be just as good this Fall as the merchant makes it, and certainly better for the merchant who plans and prepares for his Fall and Christmas season. Time has a way of passing and if stock, advertising, sales force and all the other ingredients in a successful Christmas season's business have not been prepared for a long time in advance, the dealer will obtain but a fraction of the sales which would otherwise have been his.

\* \* \* \* \*

**U**NDER the head of "Our Best Christmas Sales Idea," in this issue, we are printing a number of rather unusual sales stunts, all of which have been tried out by practical and well-known merchandisers and have proved their value. Among these is the account of the Christmas Home Lighting Contest put on for two years by the Electric League of Denver, Colorado.

This is a truly remarkable achievement. When the local electrical industry gets 1,835 inches of free publicity in the daily newspapers, when hundreds of people enter a contest and decorate their homes with light—one man spending \$2,000 on wiring and material for the illumination of his home—this means an immediate increase in business for the electrical trade. The general results through promoting the greater use of light and electrical conveniences are immense, although they cannot be easily measured.

\* \* \* \* \*

**S**EASONAL selling is wasteful. It is only on a year round production program that the economies of mass production and mass distribution can be achieved. And yet, we have the conviction on the part of the dealers, manufacturers and distributors that certain merchandise used all year round will sell only during certain seasons.

In this issue we report the extremely important experience of the central station at Danbury, Connecticut, which, as far as that locality is concerned, has certainly eliminated the idea of refrigeration as seasonable. There is no more reason for a Winter slump in refrigeration sales than there is for a Summer slump in washers and cleaners. It is simply a question of sales plan and man power.

**B**USINESS is the greatest of all games, but there is not much fun in doing business unless the business also shows a profit. As competition becomes more and more keen and highly organized, as the public grows more and more expert in its purchasing, as the cost of operation, due to these and other factors, continues to rise, merchants today have to figure more closely than ever in order to come out with a profit. On pages 90 and 91 is the second of a series of articles by Howard A. Lewis on handling the money element in the retail electrical business. There is nobody in the electrical industry who has a greater grasp of the problems of capitalization, finance and expense control than Mr. Lewis, and this series of articles will help the dealer who studies them to a larger net on his balance sheet.

\* \* \* \* \*

**A**BOUT forty per cent of the wired homes of the country are in towns of 25,000 and under. And this great section of our total market is, compared to the larger centers, relatively undeveloped. On pages 100 and 101 of this issue, a central-station man, C. P. Mills of Albany, Georgia, tells how he is successfully developing this small town market.

\* \* \* \* \*

**A**MONG the agencies of local and national progress in the electrical industry, the electrical leagues are from year to year more powerful and important. We all know that the range of their activities and usefulness is exceedingly broad. But the comprehensiveness of these league activities, as shown by J. J. Caddigan's survey printed on pages 98 and 99, will be a revelation even to those closely connected with league work.

### Next Month

**N**EARLY every electrical dealer uses, to a greater or less degree, the facilities offered by finance houses to carry his installment paper. Charges for this service have seemed high, even excessive, to many merchants who need this accommodation. Howard A. Lewis has prepared an article analyzing these services and charges and has drawn a conclusion which goes to the root of not only time payment finance but the dealers' whole capital structure. This important contribution to the fundamentals of the appliance business will be published in the November "Electrical Merchandising."

There will also be more about cold-weather selling of electrical refrigeration. Range campaigns—washer, cleaner and ironer selling. Money making ideas for Christmas display, advertising and sales promotion.



## *Talking* "TURKEY" *to the Salesmen*

"SELL seven washing machines before Thanksgiving and tag your name on a turkey at our expense"—This message, wired to all salesmen of the Maytag Company of California last year, capitalized holiday hunger.

Cleverly drawn charts posted above the desks

of district salesmanagers recorded the success of the "Maytaggers" in snaring their birds and washer prospects while Norman Olson of the home office worked up an appetite for the festive fowl among his field men through a series of letters announcing the drive.

"Why eat crow when you can have turkey?" he fired at the salesmen. And why not use this same idea to pep-up the sale of other electrical appliances before November 27th?

# Our Best Christmas Sales Idea



## Prepare Now for HOLIDAY SALES

**"THE** Best Christmas Selling Idea" we've ever used is *Advance Preparation*.

By S. J. RYAN  
*Rines Brothers Company  
Portland, Maine*

Christmas, which this year will be Saturday, December 17, and from that point, slowly but surely subsides to the day before Christmas. Not so many years ago, Christmas Eve was the busiest day of the shopping year, but the "Do your Christmas Shopping Early" idea has somewhat changed that.

Christmas is, of course, the great selling time of the year, but it is a combination of ideas rather than any single idea which puts a business over the top in a big way. There are, of course, many retailers who confine their business to a single item and possibly for such, one idea will suffice.

The campaign of the merchant should take into consideration the necessity of stimulation in the early part of this period and of tapering his stocks and his efforts—where they involve special pricing, etc.,—as the natural buying trend reaches its height.

The average merchant, however, large or small, does nearly one-sixth of his year's business in the month of December and one-quarter or more in the months of November and December. In 1927, there will be twenty-six selling days from Thanksgiving to Christmas Eve and this is the great buying period of the year. There are twenty selling days from the thirty-first of October to the Eve of Thanksgiving and this constitutes the second largest natural buying period of the year.

It seems to me that no single idea, however brilliant, will suffice to adequately take care of this important period of the business year. Not only in these 46 days can you do more than one-quarter of your entire year's business, but you can do it more profitably for two very good reasons: First, because there is not the same pressure to cut prices (in my mind there is no distinction between cutting a list price and maintaining the list price but offering a premium or too large a trade in allowance). Second, because from years of experience, people do not expect or demand the same degree of service and attention that they do at other periods and consequently you can do a much larger volume of business with the same amount of help as you can do at other times.

These forty-six selling days, therefore, present an opportunity for the merchant to do as much business as he would do ordinarily in about 80 days—not because of any extraordinary degree of ingenuity upon the part of the merchant but because of the self-stimulated buying impulses of the public. This period constitutes the natural Christmas season in the retail electrical trade.

Because of the wide acceptance and use of time payment buying, this natural season may be and is extended into the month of October. It is an axiom of merchandising, however, that it is far easier and more profitable to follow the natural trend of the public and the Christmas plans of the merchant should be based upon the growth of this buying impulse, which comes to life early in October, gains strength slowly through that month and into November and suddenly increases from the day after Thanksgiving until it reaches its crest about a week before

### 46 Days of Holiday Sales Are Just Ahead—

*"In 1927 there will be 26 selling days from Thanksgiving to Christmas and this is the great natural buying period of the year."*

*"But there are also 20 selling days from the 31st of October to the eve of Thanksgiving and this is the second natural buying period."*

*"The average merchant does one-sixth of his year's business in the month of December and one quarter of it in November and December."*

**T**HE merchant who has not carefully charted his campaign by the time this appears in print, should get a hustle on and burn some midnight oil. There are always many merchants who are looking for that elusive "New Idea" which will magically increase their volume and profits, but retailing is a pretty old institution and has been practiced for endless centuries by many millions of keen minds. In some years of re-





## Our Best Christmas Sales Idea

tailoring I have seen many old ideas adapted to new situations but I can't recall any new ideas. Even the deferred payment plans are, of course, very, very old—one of the oldest forms of business stimulation in existence. An old idea that is tried and proven is much safer and usually more successful than some untried experiment.

Retailing is a business of details and such an important thing in the business life of the retailer as the Christmas campaign requires long and careful planning *well in advance*.

The merchandise, of course, must be arranged for—an adequate stock which should be reasonably sufficient the first of October and which should be at its height the first of December.

Next in importance comes advertising and display; both should persistently carry out the spirit of the season. Throughout the year people usually buy for themselves. The thing that makes Christmas volume so large is because at that period, they are buying for others as well. Take advantage of that fact. Stress the human note—Mother, Father and always the children.

People today pay a great deal of attention to practical gifts, and the electrical field offers so many that are both attractive and practical. Classify your merchandise by *recipients* rather than use.—Personalize these inanimate things, in other words; it will pay you at Christmas time.

Do not overlook the Christmas Savings Clubs. Millions and millions of dollars are today slowly accumulated from January to December and this money all comes back in one sum to these thrifty ones about December 15th. This is an ideal time for the prospective customer to receive an advertising message. In a manner of speaking, a time-payment purchase is a sort of Christmas Club reversed.

Christmas time lends itself beautifully to decorative schemes typifying the spirit of the season. These need not necessarily be elaborate but should, of course, always be in good taste.

A simple and effective plan is to block off each of these forty-six days, charting your advertising, whether it is newspaper or direct mail, your window and interior displays and your sales quotas, stressing the "Shop Early" thought through the earlier period is effective always. Persistently use the gift idea. What is acceptable to others is usually acceptable to ourselves, so it has a double appeal.

**A** PRACTICE that I consider very valuable is, in the event you have no complete file of the preceding year's advertising, for you to visit the Public Library and examine the newspaper advertising for November

and December of 1926. Even though you do no newspaper advertising, you can secure a wealth of ideas from the product of the many keen merchandising minds that is reflected in these advertisements—ideas, many of which you can adapt to your own business. Exactly the same thought applies to the business magazine. Its editorial and advertising columns contain a wealth of suggestions which will help you in planning for the greatest Christmas business you have ever done.

The Christmas business in general will be better in 1927 than in 1926. *Advance planning* will help you secure your share or even more.

### Advertising from an AIRPLANE— "Our Best Idea"

says G. B. BUCK

Public Service Company of Colorado

**S**EVERAL hundred pounds of candy were distributed and thousands of pieces of advertising matter concerning electrical goods as Christmas gifts were scattered over Boulder, Lafayette, Louisville, Berthoud, Fort Collins, Windsor and Brighton, Colorado, and Cheyenne, Wyoming, by the Public Service Company of Colorado shortly before Christmas, 1926, through the medium of Santa Claus—who used the most modern of conveyances—the airplane.

As an advertising plan, it accomplished excellent results, evidenced by the sale of a great number of electrical appliances which followed the pilgrimage.

Two things were accomplished. One was to call attention to the electrical appliances appropriate for Christmas gifts; and second, to get the people downtown. The first was accomplished by distributing a four-page letter, describing by words and pictures the many, excellent, electrical gifts, and by distributing the literature over the town from the airplane. This attracted more attention than would have been the case had they merely been distributed through the mail or from door to door.

The second effect—that of getting the people downtown—was accomplished by distributing small sacks of candy to the youngsters, most of whom were accompanied by their parents. This was designed to give the people an opportunity to observe the Christmas display windows and the suggested gifts thus exhibited.

Immediately after the airplane passed over each town, one of the sales force in each community, dressed as St. Nick, came forth with a big bundle of candy for the



# Our Best Christmas Sales Idea



children who almost forced the doors down in their anxiety to get their share of good things.

All of the other merchants in the communities profited from the "Get 'em downtown" idea to an extent almost equal to that enjoyed by the Public Service Company.

The broadsides or four-page letters, whichever you desire to call them, were printed on a

light-weight stock to reduce the weight in the airplane. The number scattered over each town was considered sufficient to give each family one to look at. A thousand were distributed in Boulder, one thousand one hundred over Fort Collins and Cheyenne, seven hundred over Brighton and five hundred each over Lafayette, Louisville, Berthoud and Windsor.

One of the Company's employees was pilot of the plane. It required three hours to accomplish this task and the pilot saw to it that the towns were circled sufficiently often to give complete distribution of the circulars. The mileage covered was more than 250, and the cost of the voyage around \$60.00.

Announcement of the coming of the plane and the distribution of the candy was made by newspaper advertisements, window cards, and dodgers distributed from house to house.

## Sold 26 Outlets with APPLIANCES

*An Idea Of*

*The Steves Electric Company, Oshkosh, Wisconsin*

"HAS your friend a convenience outlet for this appliance?" we asked every purchaser of a Christmas gift in our store last year, says the Steves Electric Company of Oshkosh.

"Make your electrical present complete by seeing that a proper outlet is provided for its daily use," the company's salesmen advised, and as a result 26 minor wiring jobs were sold to purchasers of electrical appliances during the holiday season.

Steves made a "holiday price" of \$5 per outlet and agreed to make the installation and demonstrate the appliance either before or after the twenty-fifth of December.

The installation of a single convenience outlet in poorly wired homes often lead to contracts for further wiring.

## EIGHTEEN SALES through "Holiday Packing"

*A Christmas Experience*

*of the Wieboldt Stores, Chicago*

FROM the Wieboldt Stores comes this suggestion which this company featured as its Christmas leader last December. It displayed two or three of each of the different makes of *major* appliances which it carried, wrapped in white and red, heavy grade, tissue paper and further decked out with big bows of red ribbon and pieces of holly. It announced at each of its three stores, and in its advertising, that it would deliver washing machines, ironers and vacuum cleaners wrapped in this holiday attire upon request—throwing in the ribbon and greenery for good measure.

This "stunt" not only brightened the appearance of the electric appliance department but created a great deal of interest. It was directly responsible for 18 additional sales.

Wieboldt's emphasizes the "useful gift" idea in its full-page advertisements. This copy announces two holiday inducements: a home demonstration "after the holiday rush," and "delivered . . . all dressed up in Yuletide wrappings with a greeting card enclosed."

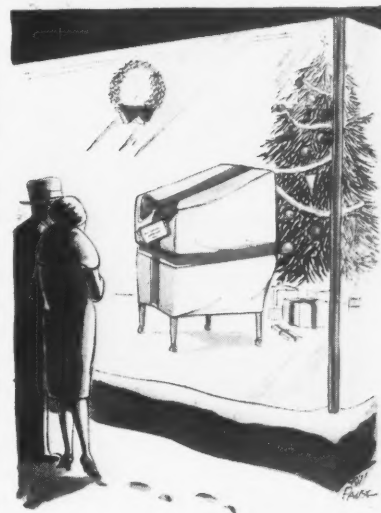
## Keep Appliances Out of the Showcases

FRED G. SHULTZ

*The White House, San Francisco*

FROM Fred G. Shultz, manager of the electrical appliance department of the White House, San Francisco department store comes the admonition, "Keep electrical appliances out of the showcases during the Christmas holiday period."

Shultz displays his merchandise on tables where people can look them over and handle them without asking the assistance of a salesman. He believes that the woman who is Christmas shopping for gifts for someone else does not know exactly what





## Our Best Christmas Sales Idea

she wants and as a rule wants to look about a bit before making up her mind to buy. She does not as a rule like to tell the attending clerk "I don't wish to buy anything today," but would you mind showing me that toaster in the lower left corner of the display case"—or if she does, the clerk does not always show it with good grace.

If she can pick the toaster or other small appliance up herself and look it over she may find exactly what she is looking for and often buys at once. Mr. Shultz has also found that demonstrations staged during the Christmas season are effective. The extra help which it is always necessary to put on during the holiday period is as a rule not so well versed in the selling points of the appliances on sale and an expert on the sales floor at all times to close difficult sales increases business.

### Electrical Toys Interest the Whole Family at Xmas

says E. A. EDKINS

Commonwealth Edison Electric Shops, Chicago

"AFTER all, Christmas belongs to the children," says E. A. Edkins, manager of the Commonwealth Edison Electric Shops, Chicago, "and the way to reach people at that season of the year is to display electrical toys.

"People are naturally thinking of the pleasure their children will derive from toys during the Christmas season and as a natural result of such a display in the Electric Shops, many people are brought to the sales counter who may also be sold other electrical appliances.

"Electrical toys offer a six weeks' market at the Christmas season. Toy trains, power houses, miniature appliances and other such apparatus bring in older people as well as children and as a result the business of the entire electrical department is increased."

### Gift Certificates Increase Small APPLIANCE Business

Minneapolis General Electric Company

THE "best Christmas sales plan" used by the Minneapolis General Electric Company, according to advertising manager T. H. Kettle, has been the issuance of Christmas Certificates to each purchaser of a washing machine during the month of December.

This certificate, suitably engraved, is redeemable during the month in small electrical appliances to the value of \$10. The company thus brings its old customers to the store for their electrical Christmas gifts and as well promotes the sale of washers. The plan was instituted some five or six years ago and has invariably produced such marked results in increased holiday sales that it has

been adopted as a permanent institution in the company's campaign plans.

To quote Mr. Kettle, "It brings scores of people back to the store for smaller Christmas gifts who perhaps would otherwise shop elsewhere for these."



### We Delivered Refrigerators on Xmas Eve.

An Idea Of

The Frigidaire Company San Francisco

SALESMEN of the Frigidaire Company of San Francisco campaigned electric refrigerators during the month of December last year by selling them to men as Christmas presents for their wives.

Sales attention during that period was focused on men. Attractive windows were used showing refrigerators tied up with red satin ribbon and newspaper advertising tied in with this method of "placing" the refrigerator as an excellent Christmas gift. Attractive terms were offered and delivery was promised on Christmas eve.

One salesman turned in a record of thirty-six sales for the month, at least twenty-five of which were Christmas present sales. He entered into the gift-giving spirit of the occasion and went to no end of trouble to keep the delivery of each machine a secret to the housewife and to smuggle the box into the home without her knowledge.



# Our Best Christmas Sales Idea



## "Ballyhoo" Sales Methods with a Mechanical Santa.

by LOUIS LEVY

*The Levy Electric Company, San Francisco*

"THE best stunt I ever used to stimulate Christmas appliance sales," says Louis Levy of the Levy Electric Company, San Francisco, "was the use of two Santa Claus mannequins in my display windows."

"One of the Santa Clauses was a mechanical dummy that looked *real*; the other was real and looked *mechanical* and here's the way the display was arranged. The mechanical figure was rented and had aroused much interest in the short time it had been in the window because of the life-like motions it made. It 'told a story' to a little girl—a doll—, pointed to the various appliances in the window and motioned the crowd which gathered before the window to enter the store."

"One day a fellow who was out of work came into the store and 'sold me the idea' of letting him duplicate the motions of the dummy to attract shoppers. He was dressed like Santa Claus and took his position in another show window, duplicating the motions of the dummy with remarkable fidelity. Crowds congregated in front of the store trying to determine whether or not the two figures were real."

"At the end of about four minutes our employee would relax, bow and smile to the crowd and invite them to come in. Then he would leave the window and repeat the performance later."

### Office Employees

## GET OUT AND SELL

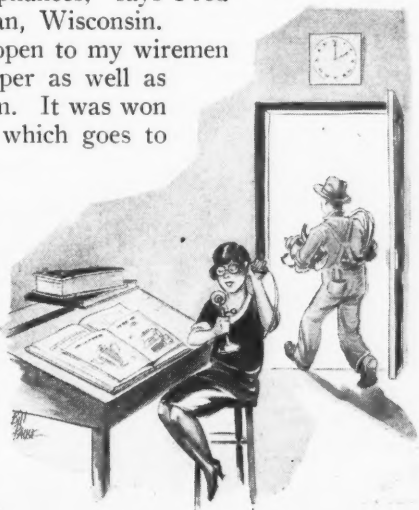
FRED MEYER

*Sheboygan, Wisconsin*

"MY BEST Christmas 'stunt' was offering a \$30 bonus prize to the employee selling the greatest volume of small appliances," says Fred Meyer of Sheboygan, Wisconsin.

"This offer was open to my wiremen and to the bookkeeper as well as to my three salesmen. It was won by the bookkeeper which goes to prove that much sales talent exists in any organization, and is available for development."

The young lady mentioned by Mr. Meyer sold \$346 worth of electrical merchandise during December, 1926, by canvas-



sing her friends, contacting woman's organizations and telephoning well-to-do people.

Each employee was given two hours a day, from December 1 to December 24, to work on the outside. Their total sale of minor devices, not including floor business, was \$716. An additional bonus of \$10 was awarded to the store salesman whose December volume exceeded his November record by the largest percentage.

"These prizes more than doubled my holiday business of 1926 over that of the preceding year," declares Mr. Meyer.



## \$4, \$6 and \$10 TABLES for Shoppers

*Southwestern Electrical Company, Wichita, Kansas*

THE average Christmas shopper knows about how much he or she has to spend for presents but is not always so certain as to what article to buy, according to the Southwestern Electrical Company, Wichita, Kansas. That is why it grouped its minor devices and electrical supplies according to *price*.

In addition to the customary shelf and counter displays, it set up three aisle tables. Over each was a large sign. The one nearest the door read "\$4 Table," the next "\$6 Table" and the third "\$10 Table."

Sales from these tables exceeded that of other departments by 20 per cent. An extra saleslady was in constant attendance and two months' terms were granted on the \$6 and \$10 articles.

1835 INCHES

### ONLY FIVE DAYS LEFT TO EN BOYS AND GIRLS GIVEN CHANCE TO

#### CHRISTMAS LIGHTING CONTEST

First List Competitors for Post-Electrical Fine Prize  
Is Published in This Article

**THE DENVER POST MONDAY**

**DECORATE OUTSIDE OF HOMES; SHARE CHRISTMAS WITH OTHERS**

News and Times Co-Operating With Public Service Company in Electrical Christmas Contest Large List of Prizes Offered.

Decorate the out-of-door. Share your Christmas with the neighborhood.

**LET YOUR LIGHT SHINE FOR BY ENTERING CHRISTMAS C**

By FRANCES WAYNE:  
That judges serving in The Denver Post-Electrical League's sixth annual outdoor Christmas lighting contest cannot fail to see your home after all. Six years ago The Denver Post announced the movement for outdoor Christmas lighting.

**EVERY DENVER HOME SHOULD PLACE OF LIGHT CHRISTMAS**

Post-Electric League Contest Is Open to Each Person in City or Suburbs Has To Win Coveted Prize

By FRANCES WAYNE:  
Every block in Denver should be a picture during the Christmas holiday season.

**WATCH THE SKY FOR LIGHTING CON**

Aviator Will Drop Starlike Signal For Start of Post-Electrical On Inspection

**JOHN MALP FIRST IN C LIGHTING**

Second Honors in Annual Event Go to E. H. Prize to Mrs. NVER POST-FIRST IN

**CIVIC CENTER TO HAVE BEAUTIFUL CHRISTMAS LIGHTING DISPLAY**

Special Prizes Are Offered to Children in The Post-Electrical League

**DENVER WILL USHER OF 1926 IN WITH BLA**

The Post and Electrical League Sponsor Illumination of Homes and Churches

The Post and Electrical League Back Annual City-Wide Displays.

All the colors of the rainbow will radiate from Denver's ever green, thanks to the Denver Post-Electrical League of Colorado.

**PRIZES TO BE GIVEN CITY'S CHRISTMAS LIGHTING DISPL**

Denver to Be Districted and Winners in Each Be Rewarded by Post and Colorado Electrical League.

Before another year, Denver and Light will be synonymous of an amazing brilliancy, if reports from many city are to be credited. The Denver Post-Electrical League and their friends from many old people

### EVERYITE IS SORRY REGISTER FIRST IN

Beat Lighting ry and FRIDAY DECEMBER 17, 1926

### CHRISTMAS LIGHTING CONTEST

#### DRAWS RECORD ENTRY LIST

OF CHRISTMAS LIGHTING ST TOLD BY A WINNER

Ever Before Over door Holiday nt.

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By FRANCES WAYNE:  
The Post-Electrical League of Colorado is cordially inviting

**VIEW LIGHTING EXHIBITS AND WEST THURSDAY**

Jones Urged to Turn On Brilliance Party—Tiny Bungalows Provide Displays.

**NOVEMBER 16, 1926**

**KNOWN FAR AND WIDE AS CITY OF WORLD**

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**'DOLLS UP' HOMES MAS LIGHTING CONTEST**

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**JUDGES BEGIN TOUR WE TO DECIDE THE LIGHTING**

Every Entry in Post-Electrical League Event Will Be Visited by Group Choose Winners.

By FRANCES WAYNE:  
That's the rule for Wednesday evening. That's at dusk, judges of The Denver Post-Electrical League of Colorado Outdoor Christmas Lighting contest will inspect the city.

**THE DENVER POST-FIRST IN EV**

**Civic Center All Dressed Up for**

Denver's civic center looks at night in its holiday dress. At the left is the big O les memorial, with the Merry Christmas motto over the archway.

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# of Publicity

## From CHRISTMAS Outdoor Lighting CONTEST

IN THE newspaper offices there is a popular expression, "If a dog bites a man it is not news. But if a man bites a dog—it is front page stuff," conveying the idea to cub reporters and other newcomers in the game that an incident must be sufficiently unique and different to warrant space.

Last year's Christmas outdoor lighting contest conducted by the Electrical League of Colorado embodied something different. Outdoor lighting contests have been written about so often in recent years that the idea has become commonplace, but when such a contest is responsible for 1,835 column inches of free newspaper publicity it warrants space—even though no one has bitten a dog. 1,835 inches on the editorial pages of a daily newspaper is priceless advertising and the story becomes one of how publicity was obtained rather than how the contest was accepted by the public.

Front page stuff, most of the publicity we are talking about was, and it was obtained in the city of Denver. George Bakewell, secretary-manager of the Electrical League of Colorado, tells us that it was the most successful campaign the league has ever sponsored, though the activity has been a definite part of Denver's Christmas activity for several years

and that there were 138 entrants. Profiting by the experience of past contests the league:

1. Approached the editor of the *Denver Post* and persuaded him to take the con-

league's experience that this policy of working with but one newspaper produces the greatest return.

The contest last year cost approximately \$350, of which about \$220

was spent for prizes awarded to competing stores and residences. The city was divided into several zones, contestants in the middle-class neighborhoods competing with other people of about their own means and first, second and third prizes were awarded in each zone. Separate prizes were offered to residential participants and store entrants. "Judges," Mr. Bakewell says, "should be obtained from



*The grand-prize winning residence in Denver's Christmas outdoor lighting contest, (left) and the prize-winning store (above).*

test in hand and capitalize it for his paper and the electrical dealers of Denver.

2. Announced the contest at Thanksgiving in daily papers.

3. Urged all members of the electrical industry in Denver to decorate their homes and places of business electrically by December 10.

4. Recommended the sale of stock Christmas lighting equipment in addition to that of elaborate special apparatus requiring the installation service of contractors.

Bakewell secured the support of the *Post*, by giving the paper as much credit for the contest as the league. Thus a member of the paper's staff devoted her entire time to the contests of "The Electrical League of Colorado and the *Denver Post*." It has been the Denver

various civic and commercial associations such as the Rotary Club, Chamber of Commerce, Retail Merchants' Association, etc. There should be seven in all and the odd man should be a member of the electrical industry."

The Denver league devoted three nights to the inspection of the installations made by those registered and as each residence was inspected a police siren was sounded, in order that the entrant might know that the installation was being judged.

One of the best ways of obtaining early publicity used in Denver was the forwarding of photos of the homes of last year's winners to the newspapers.



# BUSINESS LEADERSHIP—

*belongs to the man who EARNs it*

By FRANK B. RAE, JR.

YOU never knew a sour-bellied success. I grant you that sour-bellies sometimes make money, but there's as much difference between money-making and success as there is between gilt and gold.

The genus sour-belly tries to gain by another's loss. That is a false and foolish conception of business, but one widely held just at this time in the electrical trade. We see central stations attempting to gain customers and load by causing loss to electrical merchants and manufacturers. We see groups of electrical merchants trying to gain sales by causing central stations to lose their rights to merchandise. We see buyers of all sorts trying to gain untenable advantages by causing loss to jobbers, as for instance when the contractors refused to purchase wiring supplies from those jobbers who sold merchandise items to the non-electrical trade. We have seen jobbers trying to gain by causing loss to manufacturers and manufacturers trying to gain by causing loss to the very merchants who kept their factories running.

These are all sour-belly tactics. They are the tactics not of doing something but of doing somebody. At their best they are the tactics of a buccaneer, the stick-up man, the hijacker. At their worst they are the tactics of the gimmie.

\* \* \* \*

YOU know, of course, what a gimmie is. He gets his name from the contraction of the two words *give-me*. His high sign is an outstretched itching palm. His creed is taken from the bible—"Ask and it shall be given unto ye." His equipment is a set of adhesive fingers. His self-respect is nix.

Gimmies could not exist without suckers. In the electrical trade the gimmie's sucker is the central station. Central stations are always trying to placate somebody. They huddle around telling each other ghost stories until they are almost afraid to go home in the dark, and when the gimmie pops up with his outstretched palm, the instinct of placation works automatically.

But sometimes it works with a reverse english. If the central station man is himself a sour-belly, he may take instead of give. It is then that we see the complete fruition of the sour-belly philosophy—two sour-bellies trying to fatten off of each other, like two snakes swallowing each other's tails.

\* \* \* \*

THE world's work is not done by sour-bellies. Their ghoulish premise that one man's profit is another man's loss, is a theory of stagnation. It is predicated upon the assumption that there is only so much business in the world. We know better than that. We know that business is a matter of creating, developing and making

into fixed habits an ever increasing schedule of human desires. We know that the money to satisfy these desires flows steadily into the banks from accretion to the world's wealth—from Nature's resources or from efficiencies engineered by man. To win a fair share of this money does not require that we take it away from anyone or that anyone shall suffer a loss. To win this money we simply have to create, develop and satisfy human desires.

\* \* \* \*

THE old electrical trade—that is, the central stations, contractor-dealers and electrical supply jobbers—have somehow missed this simple conception of business. The non-electrical dealers for the most part, realize and operate upon it; as a matter of fact, they have so operated since the days of the Phœnicians.

The non-electrical merchant has no hope other than to persuade his public that he renders a superior service. He has a better stock, lower prices, snappier delivery, easier credit, more convenient location, smarter personnel, keeps open longer hours, maintains a women's rest room, gives trading stamps, or has some other means or method of trading merchandise for dollars, or some embroidery thereon or gadget appertaining thereto, which induces people to come to him as the supplier of their desires. His advertising and merchandise displays to some degree create and develop those desires. His shop and service satisfy them.

He takes nothing away from anybody and nobody under the law can take anything from him. If there is or can be created a sufficient human desire for the goods and service supplied by any retail store, that store will exist. If the desire can be developed to reasonable volume the store will prosper. It does not exist and prosper by taking anything away from some other store; it exists and prospers by giving something the public wants which some other store does not give.

As a matter of fact most talk of competition is the talk of weaklings and incompetents. Take my own business of writing for example: Practically 95 per cent of the American public above ten years of age can write, and hence I have something like 105,000,000 competitors in the writing game. The fact does not worry me. I have a certain knack of juggling the twenty-six letters of the alphabet, which facility satisfies the public I write for, and so long as I continue to weave my alphabet into patterns sufficiently interesting or exasperating, the product will find a market. I give a service folks want. When I lose my customers it won't be because some other writer takes them away from me: it will be because I no longer produce wanted literary merchandise.

This same principle has applied to every kind of merchandising since the second trader opened his pack. The

first trader probably set up a howl that the second fellow was stealing his trade away. Nothing of the sort. The second trader had sharper stone spear heads and the public wanted 'em sharp. If the first trader had had the right merchandising sense he would have painted his stock red and created a demand for red-headed spear heads, in which event the second trader would have put his up in sets, like golf balls, each a little different and more difficult to manipulate. And so and so on, the outstanding idea being that trade follows the leader.

\* \* \* \*

## LEADERSHIP!—

Leadership in electrical merchandising as in any other business or trade, is the result of merchandising know-how. It is the result of giving the public what it desires in the way it desires.

The oldline electrical trade used to tell itself and the world that to successfully sell electrical merchandise required a "knowledge of electricity." Just how much lukewarm hooey was in this assertion is indicated by the fact that to this day nobody knows what electricity is and almost nobody cares a damn. The public is interested solely in what electricity will do, and electricity applied through plug or socket to an electrical appliance will do as much for me or you as it will do for Edison or Sam Insull. Which being the case, knowledge required to sell the appliance is knowledge of what the public wants in the way of results and not particularly a knowledge of how such results are attained. For example, clean clothes are a result. A quite intricate piece of

## Frank B. Rae, Jr. Comes Back Again

An  
Announcement  
by  
Earl Whitehorne



THE first periodical vigorously to take up the cudgels for the salesmen and expound the gospel of market building to the engineering minds of the electrical industry was a little house organ called "More Juice." I think it was published by the American Electrical Heater Company. This was in 1906. It was written by Frank B. Rae, Jr. He went at it with his two-fisted plain talk and his writings were so pungent with hard sense and good-natured ridicule that they immediately attracted widespread attention.

So it was not long—a year in fact—before "More Juice" had grown into an independent magazine—"Selling Electricity." It was the first publishing adventure in the education of electrical salesmen. And in due course "Selling Electricity" became "Electrical Merchandise" which later grew into "Electrical Merchandising"—the same that you now hold in your hands.

Frank B. Rae, Jr., is a great writer. He sees through things. He has imagination. He is not afraid to speak his mind. He has the gift of words. And he has rare training. For it was Elbert Hubbard who taught him how to write, in the Roycroft Shop in East Aurora. And through all these years from 1907 on, it was my privilege to work with Rae and just as Hubbard had trained him he taught to me such a part of the art of writing plainly as he could coax to root in the poorer cerebral soil that I provided. And I am glad to make this frank acknowledgement.

Rae has the spirit of a reformer—but it is buttressed by a rich sense of humor and a grasp of his subject that is very broad and deep. The power company, the manufacturer, the jobber, the contractor and dealer—he has watched them and worked with them all since their first toddling steps in market development. But he has been impatient with their complacency, with their faltering and he has told them so in rugged speech, that sometimes has not been liked. There is no pen within the industry that writes today with greater knowledge and a more persistent power on these subjects.

When Rae finally sold his magazine he entered the advertising field, where he still continues. But intermittently he has been writing for these pages—because his heart is in it. Did he not sound the call way back in the beginning? And he knows the job is not yet done. And ink still flows.

So with the era of intensive marketing now crystallizing so conspicuously before our eyes in this electrical industry, it is not surprising that he should be persuaded to again direct his pen to a more active program of editorial work. And with this issue Frank B. Rae, Jr., resumes his active association with "Electrical Merchandising" as a Contributing Editor. He will hereafter write exclusively for McGraw-Hill publications, in so far as the electrical press is concerned.

motorized mechanism called a washing machine is the means of attaining this result. Do we sell the mechanism as such? We do not. We sell the fact that the washer washes clean, fast and harmlessly, with a minimum of labor, and sells at a fair-to-low price; indeed we very deliberately lay off the technicalities by papering them with a lithographed guaranty backed by a year's free service.

The man who most successfully sells this washer is the man who knows most about selling, and not the one who knows most about washers. He is an expert in merchandising not an expert in mechanics and motors. He may carry a pair of pliers on the hip, he may write E.E. after his name, he may be Pupin's prize pupil and know more about electrons and such than a fish knows about swimming, but unless he's a salesman — just plain get-the-order salesman—he won't make a go of selling washing machines. On the other hand he may be as ignorant of mechanics and electricity as an elephant's left tusk, but if he has the merchandising ability his sales of washers will be measured in tonnage.

And by these sales he will establish his

leadership.

\* \* \* \*

## LEADERSHIP!

Mr. Greenwood, who heads the merchandising committee of the National Electric Light Association, accepts as self-evident the broad statement that leadership in electrical merchandising lies with the central stations.

Continued on page 113

# Electrical TOYS for

*"Electric City" Increased the Boston Store's  
Christmas Sales 50 Per Cent*

# KIDS

*As related to Ernest A. Dench*

**By W. J. DOXEY**

*The Boston Store, Gary, Ind.*

EVERY December our toy department is thronged, particularly during the two weeks before Christmas. Last year, we aimed to spread the crowds more evenly over the entire selling period—from late November until December 24. The attraction we provided was an "Electric City." The people came in far larger numbers than we bargained for—and there were no thin attendance spots, even during the first few days of the department opening.

We also sought an attraction that would sell toys. The elaborate demonstration we staged concentrated on both electrical and mechanical toys. The higher price range of these lines, and the corresponding increased profits, determined our line of action.

It is now in order to give an outline of our "Electric City" what it was, how it was built and the results attained.

"The Electric City" was located in our toy department on the third floor. To stage the entire exhibit, we first built a table 8 ft. x 12 ft., and about thirty inches high. This made it the right height for the children to view in comfort. Every feature was as realistic as human hands could make it.

A large hill was made of

oilcloth and painted so as to resemble a grass-covered hill. Industries, amusements, etc., were all laid around the foot of this hill with the supposed-to-be homes of residents on top of the same. Around the base of the hill, we operated the largest size twin motor standard train set. Block signals, semaphores, electric signals, and automatic crossing-gates were all brought into use. The warning signal was a bell, which was so connected that it would flash a red light and ring when the train was about twenty feet from the signal. On coming within two feet of the crossing-gate an electrical contact lowered the gate until the train went by, after which it was released and the gate was raised again.

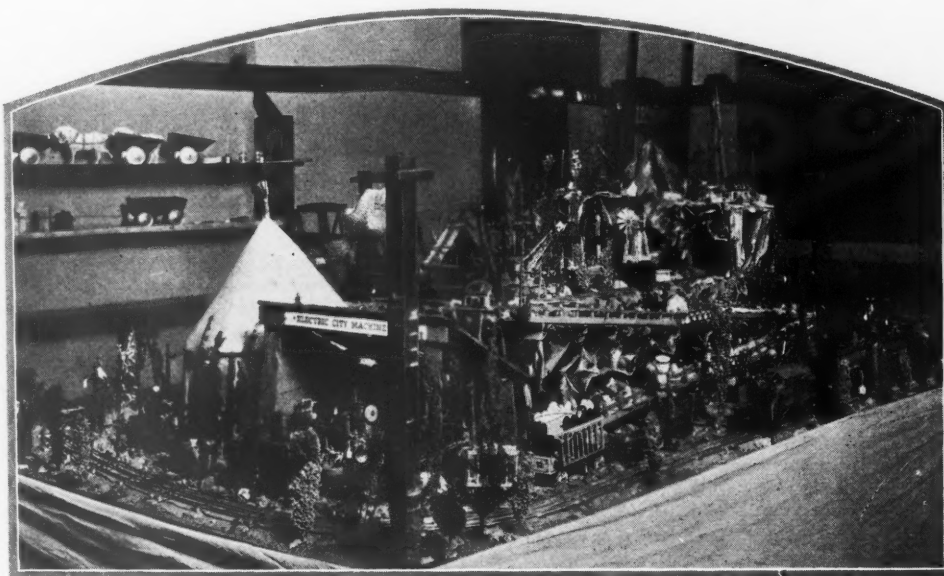
There was also a circus tent built

of heavy paper with a merry-go-round operating on the inside. It held the correct selection of animals, wagons, clowns, and other figures to represent a real circus parade. Gravel was used for the road, while a goodly number of dolls representing boys and girls watched the parade go by.

Another feature was a miniature machine shop built of ordinary pine lumber—painted black and not too fancy—so as to give the appearance of a real country machine shop. A lathe, drill press, buffing machine, punch press, and numerous other machines were all in operation in this machine shop.

An amusement park was arranged in conjunction with a children's playground, and sand was used almost entirely as "decoration." A Ferris wheel, loop the loop, chute the chutes, giant whirl, and several other rides usually found in the amusement parks, were

kept running. About half-way up the hill, a line of zero gage electric train tracks went the entire distance around the hill. A twin motor train was run on this track, a goodly sized tunnel being brought into use here. Telegraph poles running along the railroad track carried the current to run motors, necessary to operate all the



*"Electric City" as a live display of electric toy trains had an irresistible attraction for all the boys and girls of Gary, Indiana. Set up in The Boston Store at a very moderate expense, it promoted sales not only of electrical toy trains but of other toys as well.*





mechanical items.

Along the side road of this railroad was a wind mill, a derrick, blacksmith shop, and other mechanical toys—all operated with motors. Underneath the upper level track was a power house, where three large flywheels, and many other small wheels, gave the impression of a real power

house. Filling stations, gas tanks, and numerous trees helped make the display natural. Cinders were used for the bed of the railroad tracks. Fifteen motors and ten transformers were used to operate the fifty-six mechanical items.

A huge Ferris wheel six feet in diameter, with eight seats, was used in our display window. This was

made realistic with a sand floor; a miniature ticket office, with electric lights, and a doll inside selling tickets. The wheel was kept revolving at a very slow speed so as to enable the passers-by to see the dolls sitting in the seats. This entire arrangement was inclosed by a green picket fence, with many dolls placed around the fence watching the Ferris wheel.

as well as to all school principals, calling attention to the interesting and educational display.

The response was more than satisfactory and we feel that the total of all our efforts was responsible for the crowds that visited our toy department during the entire month of December, and increased our toy business approximately 50 per cent.

This display attracted a great deal of attention, and signs were used in this window, as well as in the regular toy window, calling attention to "Electric City" on the third floor. All of our advertising, also, carried an invitation to see the doll-size Ferris wheel in the window, and to visit "Electric City" on the third floor. Further interest was obtained through letters sent out to the heads of the steel industries, boy scouts, and other organizations,

# Cold-Weather

*In Danbury, Connecticut, 14 salesmen sold 177 refrigeration units from January to March, 1926, repeated with 28 sales last February and will campaign again early in 1928*

IN cold weather, years ago, the soap-box suspended outside a kitchen window by means of a few strands of telephone wire was a familiar sight in the urban residential districts.

One could be certain, when such boxes were seen in the alleys and courts, that within them would be found milk, eggs and other perishable foods which the thrifty housewife was attempting to preserve by means of natural cold. Perhaps these soap-boxes had been sub-divided into food compartments by means of file-like partitions. More than likely they were covered, or lined, with white oilcloth in an effort to achieve reasonable sanitation and passable appearance.

In October, November and December the local iceman did not deliver anything but charcoal and anthracite. His cart was kept busy hauling fuel for the winter fires while natural ice customers contented themselves with soap-box refrigeration.

In by-gone years, refrigeration in some form was just as necessary for the preservation of foods as it is now. Housewives realized it and employed the best means of refrigerating at their disposal. Cold-weather refrigeration is just as useful today, but few modern homes are so situated that the old soap-box method can be used without being conspicuous. And the housewife today would not be satisfied with the sanitary features of the old method.

So there is actually no

reason why electric refrigeration cannot be sold in winter and every reason why it should be sold. Ice-box campaigning in zero weather and "straw-hat selling in Alaska" may sound suspiciously like kindred ideas, but the first HAS BEEN DONE.

THE Danbury & Bethel Gas and Electric Light Company, with 7,528 meters on its lines in Danbury, Bethel and the little hamlet of Brookfield, Connecticut, has been particularly successful in the sale of electric refrigeration in cold weather.

In the months of January, February and March, 1926 it started its first drive and with fourteen salesmen at its disposal sold 177 boxes. Nine territory salesmen, two refrigeration salesmen, one house heating engineer and two coke salesmen were pressed

into service to sell refrigeration exclusively during the campaign and as a result the company sold as many electric refrigerators during these three winter months as it did throughout the remainder of the year. Refrigeration sales for the entire year of 1926 totalled \$72,000 or 257 units. Ninety-five per cent of these were domestic and 38 sales were turned over to the company by co-operating dealers.

So successful was the company's campaign in the winter months of 1926 that it campaigned again in February, 1927, though on a smaller scale. Salesmen sold other electrical appliances in addition to refrigeration during this second campaign, and disposed of 28 refrigerators in the single short month. So far this year the company has sold 116 electric refrigerators, 10 of which are commercial installations.

The Danbury record is conclusive enough proof for anyone that refrigeration can be sold in cold weather. It is convincing enough for R. E. Landers, new business manager of the company, who has already formulated plans for his third consecutive year in campaigning the appliance.

HERE is the story of just how the company planned and executed its first campaign.

Up to the latter months of 1925 it had sold only a few units. Orders straggled in spasmodically and in order to determine just what the merchandising possibilities for the ap-

## Facts About Cold-Weather Campaigning:

1. Anyone campaigning "ice-boxes in winter" will be sure to attract attention.
2. People need refrigeration just as much in cold weather as in warm—the homes are heated.
3. Salesmen are at their best in cold weather and at this season of the year prospects are home.
4. Difficulty with shipments is never experienced.
5. Helps the year round earning power of salesmen.
6. Stimulates business for the rest of the year.



# CAMPAINING

By W. W. McDONALD



pliance was in the section Charles H. Taylor, who has been with the company for fourteen years was selected to investigate by contacting prospects, and to head the refrigeration drive.

Taylor has resided in Danbury for forty years and he bent every effort to stimulate interest in refrigeration during the latter months of the year, until in November he decided that people were exhibiting enough interest in electric refrigeration to warrant campaigning it. In November, Mr. Landers and Mr. Taylor worked up the following plan for their guidance:

1. 100 refrigerators were to be available for installation *on trial* in the homes of prospects for thirty days.

2. All salesmen of the Danbury and Bethel offices were to be available for refrigeration work alone and in addition the office force and plant men were to be asked to co-operate by obtaining leads.

3. A 3 per cent bonus was to be paid to each salesman obtaining permission to install a unit on trial, this to be supplemented by the regular 7 per cent commission when the sale was completed.

4. Terms were to be twenty-four months maximum. No trade-ins of any description were to be accepted and a 5 per cent discount was to be allowed to purchasers paying cash within thirty days of installation.

5. One-third of the total number of ma-

chines expected to be moved were to be placed in a Danbury warehouse, (33), thus reducing the warehousing cost and still making it possible for the men to carry on until stock could be shipped.

DANBURY immediately went to work laying the foundation for its campaign. All salesmen selling appliances in the territory were advised that it would start on the first of January and were told to advise prospects that they would receive circulars specifically on electric refrigeration when the campaign started.

A manufacturer's representative came over to town from New Haven and talked to the the salesmen at a get-together dinner. Mr. Taylor went into the company's plant, talking about refrigeration and contacted with all the office employees on the same subject. Meetings were held in the evening for the instruction of the sales force and on one occasion the New York office sent a chemist to Danbury to address the men on the subject of refrigerants.

Advertisements were planned for the local paper each day, lithographed posters bearing pictures of the featured refrigerators were struck off for store windows and posters were gotten in readiness for the cars of

salesmen, linemen and delivery vehicles of the company. (All salesmen in the employ of the company are equipped with cars and all of them are required to attend a daily morning meeting in Danbury).

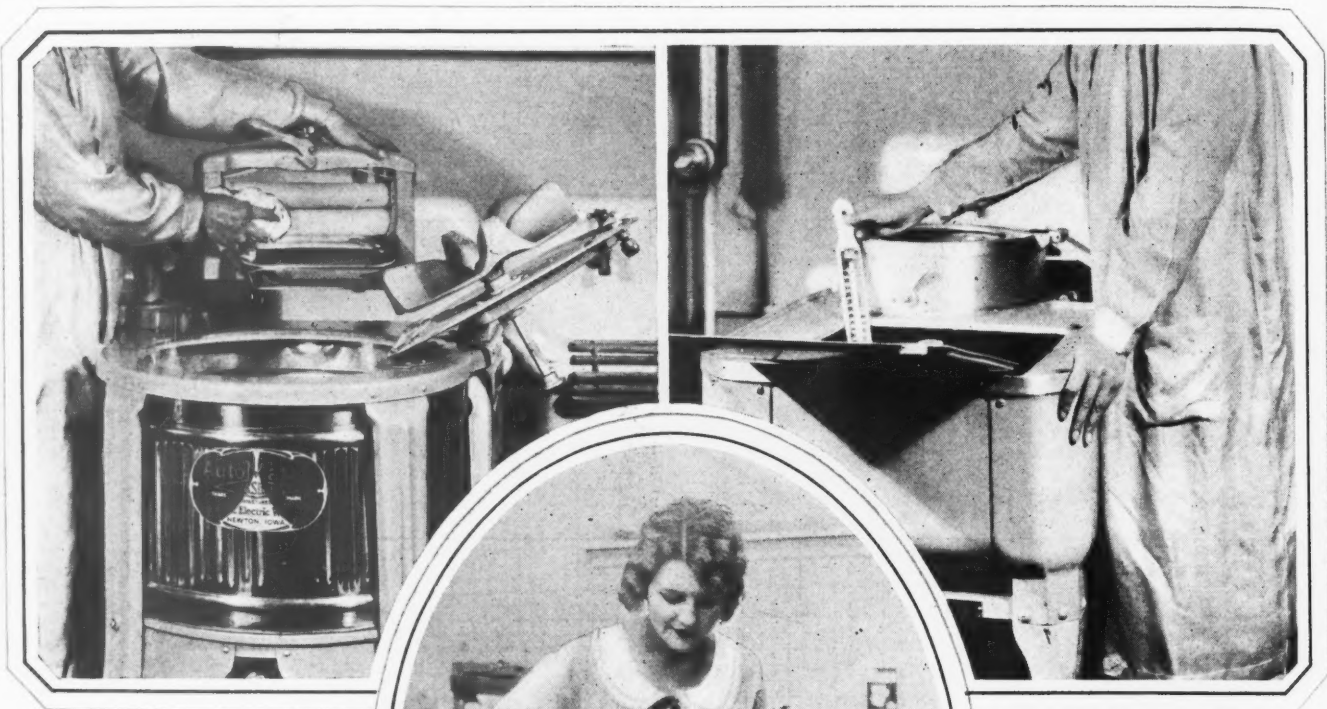
Telephone calls were used with great success before the campaign opened and while it was in progress. An office employee called everyone in the local phone book considered a good prospect and invited them to see the new electric refrigerators at the office or to have one installed on trial. No direct attempt was made to sell.

When the campaign opened the salesmen calling on prospects, some of which they had already contacted in the sale of other appliances, found that the very novelty of anyone "selling ice-boxes in winter" helped sales. Mr. Taylor tells us that as planned, campaigning in zero weather "got the people talking." He suggests that perhaps the campaign was more successful in the winter months than it would have been if in progress in the summer, for this reason.

As we have already mentioned, the machines were installed on trial. One hundred and seventy-seven of them

(Continued on page 111)





*Like every other mechanical device, a washer needs a reasonable amount of care. Oiling, if necessary, and the care of tub and wringer should be explained at the time of the sale.*

*Better washing results are assured in any washer if a satisfactory washing formula is followed. The salesman should be informed on such laundry matters as what water temperatures loosen dirt, set stains or fade colors.*

*The kind of soap and washing solutions used will have a very pronounced effect on the appearance and condition of the washed clothes.*

# When is a WASHER Well SOLD?

**N**O washer is well sold that does not give the results for which it was designed and every effort should be made by manufacturer and salesman to see that its correct use is understood by the woman buying the machine. A very good machine can give very poor results by inefficient handling, the use of harmful or ineffective soaps and washing solutions, too hot or too cold water, lack of care or for a score of other reasons. A washer is a mechanical device and can give only what is put into it. It should be realized that, being a machine, a washer has no judgment or intelligence and is solely dependent upon the skill and direction of its

By FLORENCE R. CLAUSS

operator, just as are other machines.

A washer is not well sold that does not fill the purchaser's requirements for capacity, laundry space, ease of operation and care, water connections and drain and a salesman is not a good salesman who does not thoroughly explain to the purchaser every phase of the washer's installation and use, including such subjects as the proper steps in the washing process, correct and scientific laundry methods, including water temperatures, soaps, stain removal, etc. Every washer salesman should "know" how-to-modify formulas for

hardness of water in localities in which he sells washers; he should be informed of the least cost to set a direct drain from the washing machine; he should be able to give scientific information regarding soap—ways of preparing soap jellies, "built-up" soaps and agents to use in stain removal; also, he should know what temperatures loosen soil, rinse out soapsuds and what temperatures fade colors? In other words, he must be a veritable encyclopedia of washing information. This may seem far afield from the business of selling washers but the signature on the dotted line is only half of the sale; the other half is contained in the purchaser's ability, through

proper instruction, to get the very best service possible from her purchase.

When a woman buys a washer, she has these questions in her mind: "First, will a machine facilitate the handling of the clothes, and will it do away with the back-breaking wash board, the messy boiler?" If she is a wet-wash patron, she will ask: "How much more will it cost me to buy a washer than to send my laundry out?" And she will also add, "Will my clothes last longer if I wash them at home, will they be whiter and will they 'feel' cleaner?"

Every man or woman selling electric washers should be thoroughly informed on correct and scientific washing procedure. Just merely tossing a few pounds of soiled clothes into soapy water, followed by a rinse or two may be washing, in a sense, but it is not conducive to best results. Just as in the case of cooking, where guesswork in oven temperatures and in ingredient measurements is no longer tolerated in the well-managed home, so are indifferent and careless laundry habits prohibited by women who take pride in their homes.

The first thing, in preparing the wash, is the sorting of the clothes into "loads" for the washer. The white clothes should be sorted as follows: Table linen, bed linen and body linen; then colored clothes. The fast colors may be washed together, but special care must be given "fugitive" or doubtful colors. These colors require low temperatures in washing and rinsing and quick drying. In fact, these pieces, together with silk or wool garments, blankets, rugs, etc., may well be left for another day when more time and effort can be given to individual pieces.

Before placing the clothes in the tub they should be weighed so that there will be no overloading of the machine—8 to 10 lb. of clothes constituting a "load." The tub should then be filled with cold water, the clothes placed in this water with the machine operated 5 min. This eliminates the overnight soak. About 75

per cent of stains are soluble in cold water. The cold water opens up the pores of the clothes so that they are ready for the next treatment. After the cold water "soak," fill the tub with the wash water, 135-140 deg. F. and add soap, 1½ to 4 oz. This temperature dissolves albuminous material and fats. Some laundry experts suggest lukewarm water for the first immersion of the clothes, eliminating the cold water soak. At any rate, it should be remembered that the first immersion of the clothes

After the hot rinse follows a cold rinse, with water of faucet temperature, the machine in operation 10 min. Bluing the clothes is not necessary with this procedure, neither is boiling. If, however, the housewife insists upon bluing the clothes, the blue water may be of faucet temperature. Fill the tub an inch above the clothes line; dissolve blue in a pail of cold water and add with the machine in action, bluing 3 to 5 min.

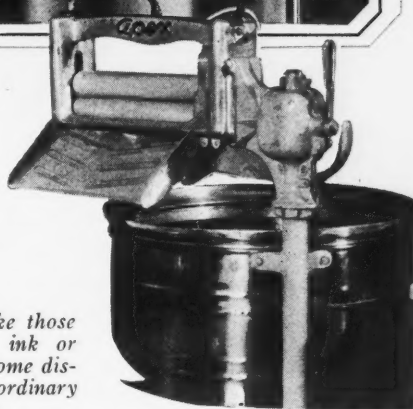
Care should be taken in the use of blues because many of the rust spots in clothes are caused by reaction of the blue with washing solutions and in other cases the clothes may become streaked or dull gray in color.

Every washing formula, of course must be modified for the special machine used and the salesman will find out by experience which variation of the formula is most satisfactory. Water saving is



*Many women consider the washer as a so-called "heavy-duty" appliance, not knowing that it will wash safely the most delicate fabrics.*

*Unusual stains like those of fruit, iodine, ink or paint will not become dissolved under ordinary washing methods.*



should never be done in hot water as the higher temperature sets the stains instead of dissolving them.

It is a good idea for the salesman to carry with him a thermometer and to suggest its use to the housewife until she can learn the "feel" of the various temperatures. The wash period, with the machine running 10 to 15 minutes, should be followed by two scalding rinses, in water 160 to 180 deg. F., with the machine running 10 to 15 minutes for each rinse.

possible by dividing the clothes into soiled and very soiled batches and if water is scarce a formula can be created whereby the second load can be carried in the first suds, adding extra soap.

A good formula and a well-piped washer should mean almost no handling of the clothes from the dry soil to the finished wash, ready for the line. It will be noted in the formula given above, that the machine is in operation during the entire washing



process, from the cold or lukewarm soaking until the last rinsing.

Of great importance to good washing results is the selection of soap and washing solutions. If the water is hard, it can be softened with washing soda, borax or ammonia. The washing soda should be dissolved in hot water, one pound of crystals to 1 gal. of water. One-half cup of this solution is sufficient for 10 to 12 gals. of water in the washer. Care should be taken that the crystals are thoroughly dissolved as the undissolved crystals will settle on the cloth and rot it. Too much softener must not be used as it will eat the clothes. The softener should be added before the soap solution and the washer run a few minutes. As a modified soda, washing soda and bicarbonate of soda is recommended. It is considered by many that this solution has a milder and safer action on the clothes than the soda solution. When the water is very hard the salesman should suggest that a household water softening device will prove a very good investment. It prevents the formation of lime soap and will save soap and inconvenience in washing.

In the selection of soaps, it should be remembered that such soaps as Ivory Flakes, Lux and Fab are the aristocrats and while they should be used for finer pieces like silks and woollens for soiled clothes cheaper grades of soap are satisfactory, like Kirkman, Chipso, Octagon, etc. If bar soap is used it should first be made into a jelly, with hot water, using one 8-oz. bar to 2 qts. of water. A built-up soap may be made by dissolving a pound of soap chips in 5 gal. of hot water. When the chips are thoroughly dissolved add 1 lb. of Wyandotte or Oakite. For 10 lb. of clothes, 4 to 6 cups of this solution is sufficient. With the straight soap flakes, one-quarter cup is all that is required for a tub holding 10 to 12 gal. of water, if the water is not hard.

The flakes should be thoroughly dissolved before adding the clothes. If the machine is operated a minute or two the flakes will be well dissolved. When hot water is used the

flakes can be put right into the tub and the hot water run on them; if, however, lukewarm or cold water is to be used, the flakes must first be dissolved in a pan of hot water. Many people believe that if a little soap is effective, additional soap will be more so. However, this is not the case, as too much soap fills the tub too full of

used with care on metals as they may injure the surface. Alkalis darken aluminum, therefore tubs of aluminum should be washed with hot water and soap. For copper, rub with vinegar and a fine scourer like whiting, then polish with rotten stone mixed with oil, followed by a wash with hot water and soap.

In lieu of this process, any of the good metal cleaners may be used and the finish then preserved by wiping off the tub after each use with a cloth soaked with vinegar. The majority of copper washers are lacquered so that they will not tarnish. This finish can be renewed when necessary. Nickel and zinc can be cleaned by moistening whiting with ammonia or water, then washed with soap and water.

THE wringer also needs attention after each washing. It should be released and the rolls scrubbed with soap and hot water, then with a little kerosene or gasoline, to remove all grease and stains from the rubber. The kerosene should be carefully washed off the rolls. With many of the newer machines there is practically no lubrication required other than filling the grease cups at intervals, as needed. Parts of the machine requiring lubrication are indicated in the instruction book but it is well to go over these points with the purchaser before entrusting the washer to her care.

Another point to stress in the care of the machine is overloading. About 9 lb. of dry clothes or six double-sheets is the capacity of the average washer.

Make sure the woman understands proper filling and draining of the machine. No washer is a convenience where the woman must carry pail after pail of water to fill the tub and then as laboriously remove this water after the wash is done. A length of garden hose will fill the machine but if no permanent connection to the sewer can be made, an ejector should be suggested. Do not consider the sale closed until you are sure that everything has been done to enable the user to obtain the best possible results from her washer.

*TO the average housewife, purchasing a washing machine is an important matter, involving the expenditure of from \$100 to \$165. She is, therefore, concerned about getting value for her money. In return for her financial outlay, she expects a machine whose satisfactory operation has been proven and one in which adjustments and repairs can be easily made.*

*In choosing a washer, the features that will appeal to a woman are the amount of water and soap required; the gallon capacity of the washer and the soap cost; the labor attendant upon its use, including plumbing attachments, filling and emptying water, the reduction of the handling process; the time required for its operation, the size of the drain outlet, the shifting of water, and the amount of actual work the machine will do; the amount of effort she will be required to put into the machine for its successful operation; the care and upkeep required to keep it in working condition; the safety of the worker and the clothes; the fine construction and quiet action of the machine.*

*The manufacturer and the housewife should co-operate: He presenting the finest mechanical product, she showing her intelligence by establishing standards of use. The best results will be obtained when the housewife in her choice evaluates equipment 50 per cent and method of operation 50 per cent.*

L. RAY BALDERSTON,  
Instructor, Teachers College. Author  
"Laundering," and "Housewifery."

suds and makes an air cushion, cutting down the force of the water action.

ALMOST as important as the use of a good washing formula is the care given the machine. In many cases the manufacturer issues a book of instructions, but as frequently happens with printed matter of this kind, it is not always read, so that the instructions should be issued or repeated by the salesman when explaining the operation of the washer. The tub should be cleaned after use.

After using, rinse the machine thoroughly with hot water, operating for a minute or two, then drain and dry, wiping the tub out with a dry cloth. Drying the metal machines will prevent much discoloration. Soap and water will remove grease or oil stains. Scouring powders should be



*The Refixturing Campaign*  
*Cost the Company*

\$47.50 for prize money

\$30.00 for circulars and postage

\$40.00 for newspaper advertising

**\$4,600**

*a Month*

*in* **REFIXTURING**

A particularly fine opportunity for the sale of new lighting fixtures for the home is created twice each year—in the spring, when the housewife's attention is focused on the appearance of her home because of spring cleaning activities, and in the fall, when many homes are being renovated and decorated.

The Southwestern Electrical Company of Wichita, Kan., did a \$4,600 refixturing business during the spring cleaning season last year, and according to George H. Vandenberg, sales manager, the company will campaign refixturing on a similar plan in the month of October, calling particularly on home owners who are renovating and decorating.

The concern had four men available for campaigning: a fixture salesman, two wiring and estimating solicitors and its best electrician. It started the ball rolling the first part of March by announcing to its entire organization the conditions of its April refixturing contest. These were quite simple:

It offered a first prize of \$25 for the most lighting units replaced; a second prize of \$15 and a third of \$7.50. No special commissions were granted. Newspaper advertising, direct-by-mail contact and special plans to secure leads was also discussed. This initial meeting was called three weeks in advance of the scheduled starting date in order to give the contestants time in which to work up prospects.

The last day of March 900 pamphlets furnished by a fixture manu-

*Wichita, Kansas, dealer campaigns home lighting fixtures in fall, among home owners painting or decorating*

facturer, were mailed, first class, to as many customers and to likely prospects whose names had been submitted by employees. A letter which accompanied the circular called attention to the fact that it would pay any home owner to drop in the store of the Southwestern Electrical Company during the coming week and examine its line of fixtures especially suited for replacement purposes "and attractively priced." As a matter of fact, apart from a few leaders there was no material mark-down in prices. This company did, however, rehang, as a unit display, a collection of popularly priced wall and ceiling lights whose modernness and beauty was outstanding.

It ran but one advertisement. This was a two-column affair which repeated the message of its letter.

**D**URING the entire month of April, Southwestern contacted all prospects by telephone and by the personal visit of one of its men. Here is how it obtained some of its best leads:

One. It was always on the lookout for the paperer's, interior decorator's and carpenter's wagon in front of a residence—"an interest in redecorating certainly bespeaks a latent interest in new fixtures."

As already mentioned, these activities occur largely in the spring and fall.

Two. It checked the remodeling permits.

Three. It cultivated the decorators.

Four. It followed requests for small wiring jobs from old home owners.

The man who pulled down the first prize money, a wiring solicitor, sold 97 units at an average price of \$13.60. His refixture sales for April totaled \$1,319. This man stressed appearance value and the reasonable cost of modern lighting equipment. He states that he encountered little difficulty in overcoming the request for an allowance on the old fixture when he explained to the prospect the fact that if an allowance were to be granted it must necessarily be included in the asking price for the new fixture.

**A**N ENCOURAGING feature of this April drive was its low cost in relation to the business it produced. The average mark-down was less than 6 per cent per fixture. The promotional expense was but \$117.50, divided as follows: prize money, \$47.50; letters and postage, \$30; other publicity, \$40.

Vandenberg estimates his "carry-over" sales during May and June, as a direct result of the contacts made by his men in April, at \$600. "You bet your life I'll repeat this campaign in October," was his concluding remark.

Thus another dealer has demonstrated the possibility of increasing fixture business through active refixturing activity. And he has done it at a moderate cost.



JUDGING by the number of women one finds grouped around the instructor in department-store lamp-shade classes, there is great interest among women in lamp-shade making. Women like to fashion things, whether it is a dress, a hat or a lamp shade. This interest in lamp shades,—a phase of household illumination—can be developed to include all lighting installations in the home.

Going back to the original interest in shades, one of the first principles of good lighting is properly to diffuse or shade it. If central-station home-service departments can induce the housewives of their community to attend lamp-shade classes, it will not be long before the subject of household fixtures will be discussed at the dinner tables of the homes on the company's lines.

Any central-station home-service department can start lamp-shade classes and the staff home economist or home lighting representative can easily equip herself to carry on the work. The classes are very flexible and can be worked into the department's programs, filling up odd days when no large cooking or household appliance demonstrations are scheduled.

The lamp-shade classes, as contrasted with other activities of the department, must necessarily be small in order that the work may be done properly. Enough women will always respond to make the work worth-while.

Perhaps in no other type of home-service work can customer contact be so easily made. The women spend at least an hour at each session and while the subject of lighting is under discussion, it is not at all difficult to awaken an active interest in home lighting. Each woman attending the classes not only endeavors to put her home-lighting information into practice but will be a missionary in her own group of friends in telling the story of better home lighting.

IN ROCHESTER, N. Y., the Rochester Gas and Electric Company, through its home service department, has already instituted classes in lamp-shade making. Mrs. Jessie Cary Grange, herself an artist, conducts the classes and directs the work of the women students. Four paper lamp-shade classes are held a week; one night class, one afternoon class and two morning classes. During July the home service department, which is directed by Helen Smith, held a class every afternoon.

The effort started as a free class but it grew so fast that it soon became an expense to the department and an effort was made to make it self-supporting. The department purchases lamp-shade materials in quantities and sells them at an arbitrary cover charge for paper, cloth and shellac, which pays for the small quantities of paints, brushes and oil. The students buy their own frames, usually 10c. frames, and colored cord. The average cost to the student is about 55c. per shade.

## Lamp Shade Promote Better

*How the Rochester Gas  
Company's home service  
conducts a self-support*



*A lamp shade class in progress under the direction of the*

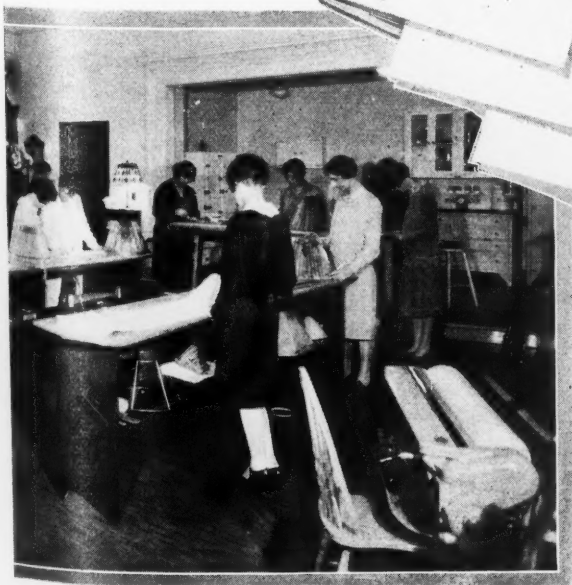


Sketches of the shades made by members of Mrs. Grange's lamp-shade class. Although her pupils are housewives without previous training in lamp-shade making, results are excellent.

# CLASSES

## Lighting

and Electric  
department  
ing enterprise



"How to Make Lamp Shades," an excellent little booklet showing the methods of making shades step by step was obtained from the Edison Lamp Works and used as a text book.

Rochester Gas and Electric's home service department

Electrical Merchandising, October, 1927

In commenting on her work Mrs. Grange said: "We have had but one failure in about fifty shades. We keep to geometric designs, varying each one, but occasionally we are able to help some one design a special shade for a special base. We keep departmental and experimental shades going all the time, for Home Bureau exhibitions as well as for our own department.

Many central-station home-service departments have become interested in lamp-shade classes and many queries are being made as to how a central-station woman, without previous training in art and interior decoration can equip herself to handle lamp-shade classes.

IT IS not necessary that the woman who is to conduct the classes have intensive art training, in fact, a woman acquainted with central station customer contact work is better fitted than the art student. The object of the class is to interest as many women as possible in home lighting and to point out that in good home lighting, all lights are shaded.

Interest in lighting must be created through the appeal of beauty, ease of construction of and pride in the finished product. A home service staff member, with some of the desired qualifications and a little practice, will make a success of the work. If she has had previous art training, of course, so much the better.

Art students are very often impractical and without mechanical ability and if engaged to direct the work of lamp-shade making must often be supplemented by a home service staff member, making this activity of the department a little too expensive. One of the staff's own members can handle the work quite satisfactorily.



**C** (1) Credit is useful, but it is only a tool that will boomerang with deadly effect if used improperly. (2) Credit will not permanently take the place of invested capital. (3) Time is a factor in any retail operation, particularly when you are dealing with new things. It costs money to finance time, and this cost should be figured in the original capital requirements of any business.

# Dealing With

IN AN article published in last month's issue of *Electrical Merchandising*, I emphasized the necessity of the dealer paying out of capital for

promotional expense on a new specialty line. Whether he goes into business to sell refrigerators, oil burners, washing machines, or any other specialty, there is a period of time before his volume builds to a point where his operating gross profit will balance his sales and service expense and show a net profit.

During this period when the business is in its promotional stage the expense for sales, advertising and service must be met by a capital investment. This is true also for an established dealer who adds a new line.

I have said this before, but I repeat it here because it is so important that this point be grasped and thoroughly understood.

A Scotch person that I know says "Don't go into a new operation unless you are prepared to lose money for three years." This is an ultra-conservative statement but if more people followed it, a higher percentage of the businesses that start would be successful in the second year and continuingly successful thereafter.

Furthermore, a dealer needs an increase of working capital to handle any large and rapid increase in his amount of business even if he does not add a line.

As an illustration suppose a dealer doing \$60,000 a year should be able to double his sales to a total of \$120,000. That would mean a double inventory and double accounts receivable.

On this dealer's gross sales of \$60,000 a year, the net profit is, say 6 per cent or \$3,600. Although he

keeps this net profit all in the business, the profit would give him but a small part of the additional capital necessary to swing \$120,000 worth of business. A dealer I know doing about \$60,000 a year has current assets of \$23,000. To double this amount of gross business he would need, conservatively, to be able to double his net current assets.

**S**UCH a dealer to increase his business should naturally meet this need by refinancing. For, unless he brings in the increased capital needed, he would have to take care of the increased volume by asking his manufacturers and other creditors to give him increased credit. Sometimes this is what happens and it usually happens in an insidious way.

Sales are good, the dealer keeps buying more goods and his accounts keep getting bigger and bigger with his manufacturers. After his indebtedness reaches a certain point the manufacturers press for payment and the dealer finds himself with creditors that demand settlement, with a heavy inventory and with accounts receivable outstanding which cannot be collected quickly. He is forced to call together his creditors.

Now, under these conditions, accounts receivable seldom pay out to their full value and inventories have a habit of shrinking. The result is that our dealer goes out of business and his creditors do not get one hundred cents on the dollar, even

By HOWARD A. LEWIS  
Vice-President,  
Electric Refrigeration Corp.

though the dealer was doing an expanding business and appeared, from his own books, to be a solvent concern.

Retailers get into this kind of situation often because they do not realize the clear distinction between credit and capital.

Credit, whether it is borrowed from a bank or borrowed from a manufacturer and supplier, is not owner's capital. Credit in money or merchandise is predicated on re-payment in cash at a certain time. Now, if in the process of borrowing, buying and selling, the credit is used to meet operating expenses, or is put into fixed assets, such as store fixtures or new buildings, etc., or goes into inventory or accounts receivable, which cannot be turned into cash when and as needed, then we have a business that cannot meet its obligations.

Here is a case in point, a going retail operation with a contracting business combined sells \$232,000 in a 12-months' period. Capital paid in is \$43,000 but \$21,000 of this capital has been invested in fixed assets, improvements to buildings and special equipment. During this year's operation, the gross profit made was \$113,000. The expenses during this period were \$120,000, bringing about

**C**REDIT, whether borrowed from a bank or from a manufacturer and supplier, is not owner's capital. Credit, in money or merchandise, is predicated on future re-payment in cash. If in the process of borrowing, buying and selling, the credit is used to meet operating expenses, or is put into fixed assets, or goes into inventory or accounts receivable, which cannot be turned into cash when and as needed, then we have a business that cannot meet its obligations.

# DOLLARS

*The second in a series of articles on handling the money side of a retail electrical business.*

an operating loss of \$7,000. This firm's present standing is as follows:

<b>Assets:</b>	
Cash .....	\$200
Accounts receivable .....	25,000
Inventory .....	38,000
<b>Total current assets .....</b>	<b>\$63,200</b>
<b>Liabilities:</b>	
Notes payable .....	\$4,000
Notes payable to trade .....	19,000
Accounts payable .....	25,150
<b>Total current liabilities .....</b>	<b>\$48,150</b>
<b>Net working capital .....</b>	<b>15,050</b>
	<b>\$63,200</b>

The original capital of \$43,000 now stands as \$21,000 in fixed assets, \$7,000 absorbed by the year's operating loss, reducing the original capital by a total of \$28,000 leaving him only \$15,000 of original capital as working capital. This means that the manufacturers and wholesalers have been financing this business. If you will examine the statement above you will see total current assets of \$63,200 and liabilities of \$48,150. The difference between current assets and current liabilities is about \$15,000, net working capital. But you will also see when you view his current assets of \$63,200 that this dealer is supplying only 25 per cent of his capital while his creditors are supplying the balance.

*Electrical Merchandising, October, 1927*

This is a good example of a dealer who is doing too big a business for his capital. Twenty thousand dollars more is needed in this business immediately. This will

clean up his notes payable to the trade. Obviously his collections should be pushed vigorously so that accounts receivable can be used to wipe out the accounts payable. High operating expenses also have been responsible for this unfavorable situation, as they have depleted dealer's original capital by \$7,000. With operating expenses cut to a figure commensurate with volume, this business should have made \$10,000 net.

**A**NOTHER error in management that I want to point out and which is shown by this example is that in addition to the depletion of capital by the operating loss of \$7,000, half of the capital was put into fixed assets in the way of equipment and improvements to buildings. For a trading operation, this is not sound, particularly a trading operation doing a volume of business that this organization is doing. Every business must keep capital invested within a proper ratio to sales.

The capital turnover must be considered. A practical illustration of quick turnover is the banana dealer who buys his stock every morning and sells it out during the day, having made one turn. In this case he turns his capital as well as his stock every day.

But if in order to do business, the banana peddler has to buy a cart which costs him as much as his daily stock, then he is only turning his

capital investment once in two days; although he is still making a merchandising turnover once a day.

**W**HERE our dealer fell down in financial judgment was that he took \$21,000 of his capital and put it in a cart. That \$21,000 tied up in fixed assets was needed as working capital. Lacking needed working capital, he had to give his suppliers notes to the amount of \$19,000 and his bank a note for \$4,000, and, in addition, still owe a considerable amount in accounts payable. The suppliers and banks are furnishing the working capital for this business and because of this error in business judgment, this tying up of vital working capital in store equipment, the future of the business is out of the dealer's own control. It is up to the suppliers and the bank.

Let me sum up. (1) Credit is useful but it is only a tool that will boomerang with deadly effect if used improperly. (2) Credit will not permanently take the place of invested capital. (3) Time is a factor in any retail operation, particularly when you are dealing with new things. It costs money to finance time, and this cost should be figured in the original capital requirements of any business.

And last but not the least, in operating a retail business you not only handle goods, but you also handle dollars and every retailer should anticipate and regulate the incoming and outgoing of his dollars in the same way that he regulates the incoming and outgoing of his merchandise.

*Page 91*



Careful Planning

By FREDERICK BENJAMIN

# The How and Why of a

**W**E'RE a nation of catch-phraseologists. Political scream-lines, army slang, pacifist slop and business slogans are all but so many catch-phrases, worn ragged and rendered meaningless by parrot reiteration.

Thus to the question, "What's the success-secret of a sales campaign?" it is safe to bet that nine times in ten the answer will be the industry's latest catch-phrase—man power.

How simple!—in fact, how simple-minded!

One might as well say that it is the gasoline which makes a motor car mote. Of course gasoline is necessary; but I contend that the spark which ignites the gas is just as vital, and the carbureter which mixes the gas, and if I had my recent repair bills handy I could find you the names and upkeep costs of a lot of other things that are vital and expensive contributing factors.

No, while man-power is indispensable in a sales campaign it is not the whole secret of success. I wish it were, because then we'd all know just what to do.

**T**HE plan has vital bearing on sales campaign success—or failure. Down in central Ohio an electric utility solemnly decided to stage a house-wiring campaign. An elaborate "plan" was drawn, incorporating some sixty soggy notions, snap judgments and cubistic opinions of a dozen or so executives, stenographers, engineers, legal counsel and yes-men. This so-called plan, reduced to script,

covered eighteen sheets or more of single spaced type-writing, all carefully reproduced on Mr. Ditto's duplicator machine. It was an agglomeration of weird and impressive balderdash. For with this plan and a prospect list of 1,300 unwired houses in the territory, the campaign resulted in just one contract, which is a little better than seven-one-hundredths of one per cent. I mention the incident as indicating that plans must be designed to *work*—otherwise they won't.

**T**ERMS have quite some bearing on sales campaign success, but not to the extent that most salesmanagers think. This writer believes that the purpose of easy terms is to stimulate the sale of merchandise, but there appears to be a school of thought in our industry which esteems it sufficient to sell the terms alone.

The offer of a \$60 vacuum cleaner for 95 cents down, does not result in selling merchandise; it results in the sale of terms. Thus—

"But is this cleaner a *good* cleaner?" asks the customer.

"Lady, it only costs you 95 cents to use this here cleaner a month. If you don't like it after using it a month all you gotta do is quit paying' for it."

If that is selling merchandise, then a flashlight battery is a power plant.



An Inducement to Buy NOW and Reasonable Terms

Of this, more will be said anon.

**I**NDUCEMENT is the biggest single factor in the success of a sales campaign—from the public's standpoint.

Think it out for a minute.

According to figures published by the General Federation of Women's Clubs, about fifty-four wired homes in every hundred are without vacuum cleaners. I venture the assumption that half those cleanerless homes could be sold today—IF. If what? Well, there are several ifs, of course, but the most immediate one is this—folk would buy IF somebody or something is found capable of overcoming their everlasting procrastination.





*Five basic factors which aided eleven men of the British Columbia Electric Railway Company, Ltd., to sell 224 vacuum cleaners in twenty-five days.*

**Management  
That Is also Leadership**

# Sales Campaign

The thing we call a sales inducement says to the hesitants, in effect, "Here's a reward for buying now: if you delay your purchase beyond a certain date, you lose the reward."

In other words, repent and go to heaven or remain impenitent and burn in everlasting hell. Moses knew a lot about sales inducements.

An inducement isn't necessarily a cut price, for as a matter of fact the best inducement known to merchandising is the announcement of a price advance.

In thinking about inducements it is well to remember that something for nothing gets you nix, and that the merchandiser's aim in offering an inducement is not to pare or share his own profits, but to insinuate a cockle-burr under the tail of the procrastinator. The only honest object of an inducement is to get action: used otherwise it is merchandising amuck.

**M**ANAGEMENT is the biggest single factor in the success of a sales campaign—from the merchant's standpoint. It is vital to success.

It is a sad but inescapable fact that you can't wind up salesmen like you do the kitchen clock and expect 'em to run eight days. I suppose it's a difference in the works.

Salesmen have to be stimulated,



**Sufficient Man Power**

guided, patted on the back, kicked about a bit, wheedled, bawled out, rewarded and led. All of their planning, most of their thinking and much

of their enthusiasm must be supplied by management.

At this point we suggest to salesmen that they get a looking

glass and see what they can see.

**L**ASTLY, sales-campaign success depends upon *man-power*. All the other factors must be present *first*, but in the end we win or lose by *man-power*.

A sales campaign may be likened to a battle. It must be planned with definite objectives. It must have its dependable source of supply. The advertising is its artillery preparation. There must be leadership of the "Let's go" type which scrambles over the top with the troops, which fights side by side with them all day and then plans for them all night. But when it comes to the actual *winning* of this battle for business, the decision rests with the men who do the hand-to-hand fighting for orders.

Men for such work are common enough: what's mostly lacking is the ability to handle them. Too many sales executives give too little and ask too much of their men. The result is a disorganization of surly capables and servile incompetents. Real man power must be carefully chosen, thoroughly trained, well paid on the basis of results, and given a job that has both a present and a future. As Henry L. Doherty has expressed it, "Don't try merely to see how much you can get out of your men, but rather see how much you can *make* out of your men." To expect to develop man-power on any other basis is futile.

This summary of the ingredients of sales campaigns was evolved from an examination of a vacuum-cleaner campaign conducted last spring by the British Columbia Electric Railway Company, Ltd., of Vancouver. The plan, formulated by E. E. Walker, sales engineer of the company, was based upon sound merchandising principles. The inducement was a moderate thirty-day price reduction plus a free set of attachments, which made a very bargainish-looking offer. The terms were liberal, but not unbusiness-like, and the customer paid better than eleven per cent for the accommodation. The management was especially keen and resourceful. The man-power was as sturdy as one would want to employ.

Most sales campaigns start slowly. This one, because of heady management, started with a whoop. Prizes were hung up for the best results secured during the first three days of selling—not large prizes, just enough to engender rivalry and insure a rush of early business. One

salesman, Mr. W. S. McKellar, sold twelve cleaners during those first three days; Mr. E. T. Taylor sold eight; Messrs. George Biddle and E. T. Lohead each sold seven, and the store demonstrator, Mr. Walker, sold five and secured eleven leads which resulted in sales within the three-day period and many more which resulted in sales later. Altogether ten salesmen, one demonstrator and the crew leader completed 61 sales in the first half-week of the activity.

Keen management and sturdy man-power were again in evidence at the end of the campaign. The company had run completely out of machines, and because Vancouver is a long way from the source of supply, they had no assurance of definite delivery to replenish their stock; nevertheless, on the last day of the campaign the boys secured 29 signed "future delivery" contracts with the down payments attached, and no delivery date promised. That, we contend, is a good job of mopping up.

But we were going to speak again about terms: Out of the 224 Royal cleaners sold by these 11 men in 25 working days—an average, you'll observe, of better than five machines per

man per week—out of the 224 machines sold, 48 or 22½ per cent were sold for spot cash. The easy terms were available, and these terms were liberal enough to insure making the campaign an outstanding success, but the men didn't sell terms—they sold their merchandise, and sold it so well that every fourth purchaser, about, laid the cash on the counter. Which is another evidence of courageous management and competent man-power.

Aside from Mr. McKellar's remarkable performance of selling twelve cleaners of a retail value of \$834.00 in three days, there was nothing about this campaign that cannot be duplicated anywhere by anyone who retails electrical appliances, whether it be a marble-housed utility company or a side-street electragist. The elements of careful planning, an inducement which will overcome procrastination, business-like terms, management that is also leadership, and honest man-power, are all within the reach and within the means of every one of us. The only difficulty is to include, organize and utilize in your activity *all* of the five elements of appliance sales campaign success.

## Selling Fixtures in the Small Town

**T**HE dealer in the small town, at a distance from a large city, can count on handling the fixture business of his community, or of sharing it with the others who are locally in the field and can lay in his stock accordingly. The dealer in the small town which is within commuting distance of a large city, on the other hand, must compete with the larger stores of the nearby metropolis and as a result he usually abandons the field.

The Burgy Electric Works of Vancouver, Washington, located immediately across the river from Portland, Oregon, has solved its fixture problem by forming a working arrangement with a manufacturer in Portland by which it sells on commission, using the display rooms of the manufacturer for completing the sale.

When a home of any size is built in Vancouver, the natural inclination of the owner is to go to Portland to pick out fixtures. If the Burgy Electric Works has the wiring job, however, it is possible for it to sug-

gest to the owner that he go direct to the manufacturer for his supply, giving him a card to inspect the stock in Portland, or going with him to make the selection.

On the other hand, many times a more or less casual purchase is to be made of a single fixture for a hall or porch or bedroom. In such instances the customer is more inclined to shop locally and comes into the store asking for samples.

It is explained to the customer that no adequate stock could possibly be carried in the store itself without growing obsolete but that in order to give a wider selection, an arrangement has been made by which fixtures can be made up fresh with exactly the finish and design he desires. Catalogues are consulted and again he is sent into Portland to make his selection, or the order is made up from the catalogue.

The result of this method of handling the fixture business is that many sales are saved for the Burgy Electric Works which would otherwise have gone to a Portland dealer.

# WHAT To Do with Trade - Ins

THE problem of the trade-in confronts every industry which deals in equipment which is permanent in character. The customer who buys a pair of shoes does not try to trade in the old shoes because he has worn them out, but the automobile, the radio and the electric range all go in to supplant equipment which is probably in fairly good condition and which cost so much money in the first place that the customer does not like to let it go without some recompense.

That there is danger in this practice is testified to by the many warnings against allowing too much for such equipment and having it left on your hands—that it may prove a valuable means of developing business if handled properly seems to be acknowledged. The question still remains, what is the way to handle it properly? There is perhaps no one answer to this problem, but it is interesting and instructive to note the answer given by various concerns.

The Bluebird Electric Company of Tacoma takes in second-hand ranges and washing machines and disposes of them through the want-ad columns. Whenever possible, the equipment is left in its natural surroundings and sold from the cus-

tomers' home, whatever is obtained in this way being allowed on the bill for the new purchase.

EXPERIENCE has shown that a range looks much better under these conditions than when dismantled in the dealer's store. The reason for the sale is also apparent—and the housewife's testimony as to the value of the article is at hand and genuine. When this is impossible, the stove or washer is dismantled, cleaned and repaired, if necessary, and set up again in the company's store room, from which it is sold much as from the home.

In an endeavor to make the dis-

posal of this second-hand equipment easier the Washington Water Power Company pays a man to overhaul the stoves and put them in first class condition, after which they would be sold with a one-year guarantee by the power company. The work was to be done on a time and material basis.

The ranges thus reconditioned sold very readily—indeed the business threatened to reach such dimensions that it was recognized it would have to be taken out of the power company offices. The entire building of the ranges was therefore turned over to the man who had been handling the repairs. He now has a headquarters of his own on which he pays rent. The salesmen co-operate with him in setting values on the old ranges taken in and then they deliver the equipment direct to his store.

The Washington Water Power Company pays him a fixed charge for cleaning the ranges, as well as the cost of repair parts and allows him a 10 per cent commission for selling. In making sales, he is allowed to extend terms without credit approval providing he gets a 25 per cent down payment.

If the customer wishes to make other terms, the matter is taken up with the credit department of the Washington Water Power Company which decides what action should be taken. If the customer's credit is good, terms are extended over a period not to exceed twelve months.

All collections and billings are done through the Washington Water Power Company.

This plan has proven most satisfactory to the power company. The salesmen are less likely to exceed the fair limit in making allowances for trade-ins, with the limits of this second-hand dealer in mind. The company is also relieved of all responsibility of selling and delivering and its quarters are not cluttered up with alien material. In addition, the price obtained for ranges has been from fifteen to thirty dollars higher than what was obtainable under any previous system used.

## A Proposed Policy on Trade Ins\*

*Average allowance on cleaners \$12.50 with a maximum allowance of \$15, salesmen to be strictly required to keep to the average allowance. The maximum allowance to be made only on approval of the manager or owner.*

*Average allowance on washers \$17 with a maximum (subject to approval) of \$25.*

*The trade-in allowance shall never be allowed to reduce the amount of the down payment—the dealer to get the regular down payment on both washers and cleaners and the trade-in allowance applied to reduce the unpaid balance.*

*Manufacturers should bear a portion of the allowance if the machine is junked. If the washer can be reconditioned and resold at a profit, then the manufacturer should not be asked to bear a part of the trade-in burden.*

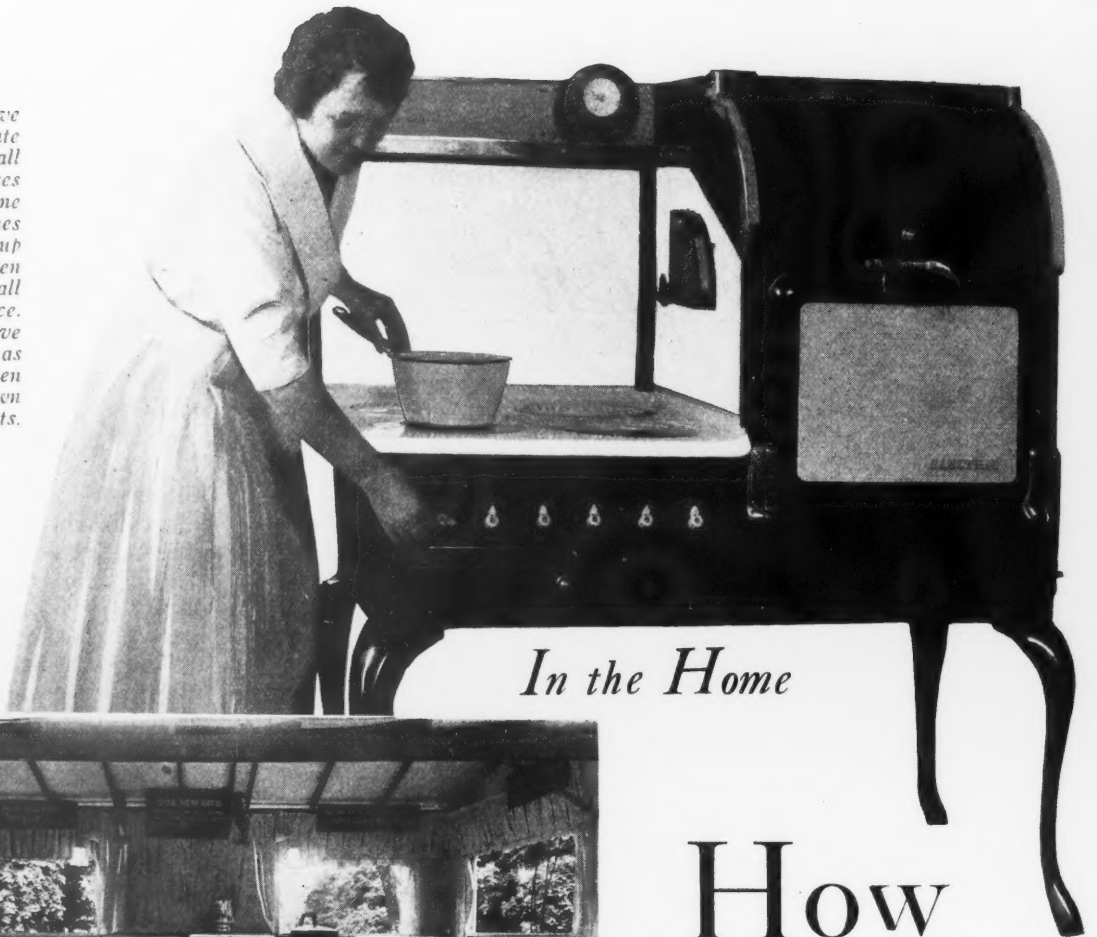
*The salesmen should be, in all cases, required to bear a part of the trade-in allowance, this to be taken out of their commission.*

*Twenty-five per cent is a fair proportion for the salesmen to pay and the salesman should be encouraged to make this up by a commission on the resale of the reconditioned machine.*

\*Reprinted in response to many requests, from *Electrical Merchandising*, May, 1927.



Various methods have been used to demonstrate and sell ranges in small towns. In some instances demonstrators have gone directly into the homes and in others group demonstrations have been staged in the town hall or other meeting place. Automobile trailers have often been outfitted as electric kitchens and taken from town to town throughout rural districts.



*In the Home*



*In the Small Town*

**E**LECTRIC ranges, perhaps more than any other electrical appliance, must be demonstrated for volume sales. Whether the prospect lives in a small town or in a city, demonstration is usually necessary in order to successfully introduce this comparatively new method of cooking.

The methods used by appliance merchandisers may and do vary, depending on the size of the town in which the ranges are to be sold, but demonstration in some form is necessary. Given a favorable range rate—

demonstrations of the electric range, if properly staged, are productive.

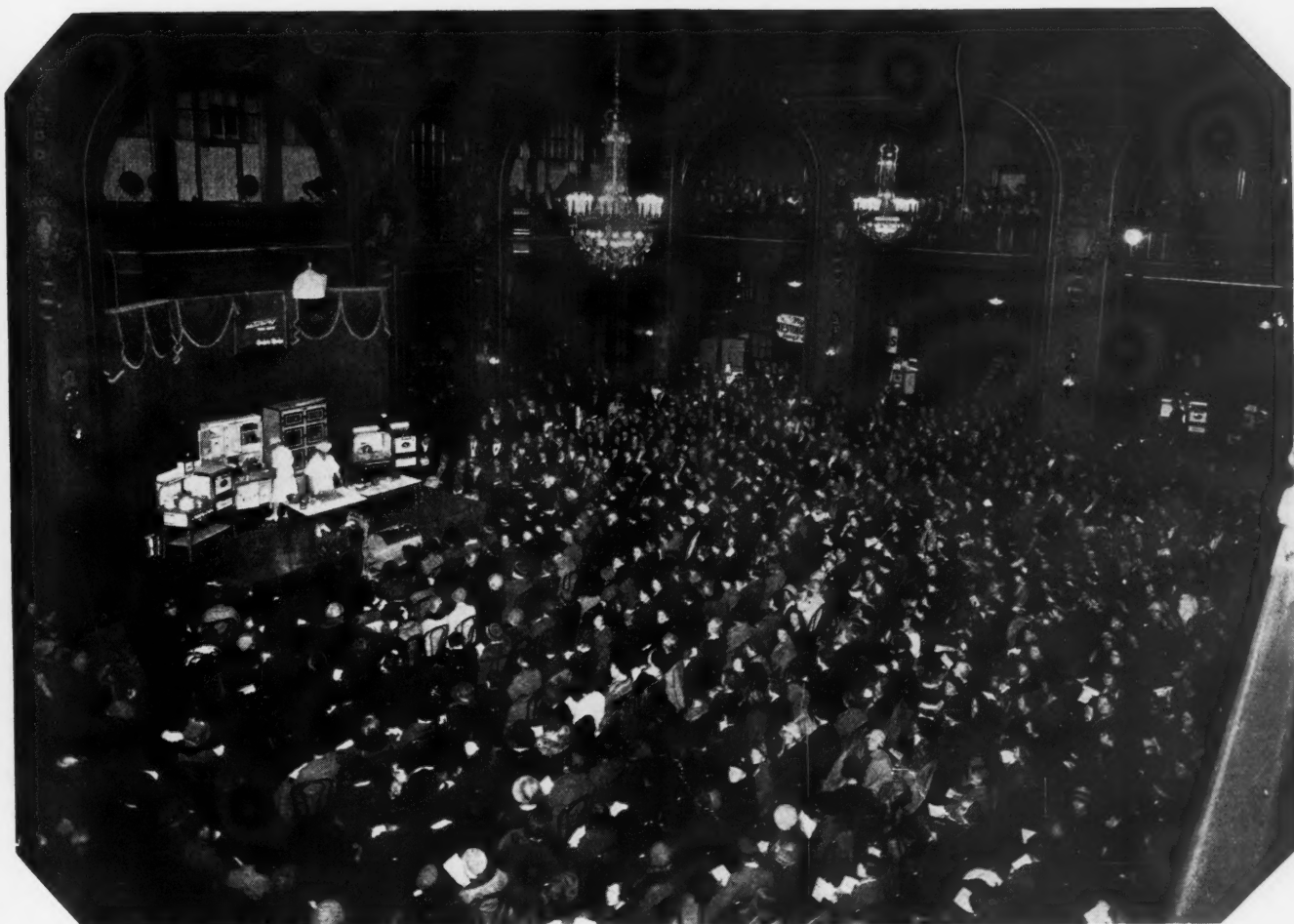
**I**N the home, the electric-range demonstrator usually faces a very severe and competent critic—the housewife—who is likely to pick flaws unless the demonstrator is thoroughly trained in the handling of the range to be sold. The Burmac Company, Quincy, Illinois, has been particularly successful in the sale of these appliances because of the excellent work of its thoroughly trained demonstrator. The company has sub-

dealers in nine small town and three cities, and routes this demonstrator from town to town.

Fred Iltner, selected to demonstrate and sell ranges, was picked from the sales ranks and immediately took home a range so that he could master its operation under actual home conditions. He bought the range at cost. Between intensive sessions with the factory expert sent to aid the company and the questions asked by his wife, Fred learned all there was to know about an electric range. Three months sufficed for his instruction.

**I**N the Small Town, Fred Iltner has been particularly successful in his work of selling ranges to small gath-

# How to Stage *Electric*



*A cooking school staged by the British Columbia Electric Railway Company at Vancouver, B. C.*

## *In the City*

# RANGE *Demonstrations*

erings of women. Staging such a demonstration in a town of about 2,700 meters is a comparatively simple matter, according to Irving G. Johnson, sales manager for the Burmac Company. Several utilities have used traveling exhibits, or range demonstrators on wheels.

Fred first connects a range in the rear of the local dealer's showroom. He then arranges to have a small advertisement announcing the demonstration run in the local paper and also has handbills distributed throughout the residential section of town. During his last demonstration in the town of Abingdon, Illinois, with 2,700 meters, he sold seven ranges outright to an audience of thirty-

seven women. The Burmac Company is a comparative newcomer in the electrical appliance field but expects to sell at least \$35,000 worth of ranges in its territory of about 75,000 people before the month of October is over. It has handled ranges only since October of last year.

**I**N the city, range demonstrations before several thousand women may be staged with range manufacturers, dealers, the utility and perhaps a newspaper all working closely together. When the British Columbia Electric Railway Company, co-operating with a range manufacturer and a local newspaper put on a "cooking school" in Vancouver,

B. C., people had to be turned away from the doors. The total attendance of a single day was 2,500 (shown in the photo on this page).

The Vancouver *Evening Sun* co-operated and gave the school excellent publicity, the Canadian Westinghouse Company and the local utility bore a good deal of the expense and the demonstration itself was placed in the hands of skilled workers and conducted on a raised platform specially flood-lighted. The domestic science classes of the city schools formed the first day's audience, while one evening session was given over to the problems of the business women who cook their own meals at home.



By JOHN J. CADDIGAN

*Superintendent, Relations with  
Allied Interests Department  
The Edison Electric Illuminating Co.  
of Boston*

ACTIVITIES such as the Red Seal Plan, the Electric Home, and the Industrial and Domestic Lighting Campaigns are universally known to all and the benefits derived from such undertakings are likewise universally accepted. But I also find in reviewing the activities of the various Leagues throughout the country that there are numerous other items along the lines of local co-operation that are seldom if ever heard of, and it is these activities that I am going to try to place before you.

In order that we may all agree on just what is meant by "co-operation" let me quote from Webster's Dictionary. It says, "Co-operation: A joint operation (not the operation of a joint, but a joint operation), a movement in which all concerned labor for the same end," and to bring about this condition we must first learn to speak the same language, sing the same song, and have the same interest in the electrical industry as a whole.

\*From an address at Camp Cooperation, Association Island, August 30, 1927.

# The LEAGUES

*\*What local associations  
more and better business*

First of all, if it is to survive, a League must be organized with the definite understanding that it is a business institution regardless of type. No League has ever been successful that has considered itself purely a social body. It is true that we have many Leagues in the country which are known as Luncheon Clubs, and we are told that this kind of organization has no real value. Personally, I do not agree with that opinion. The fact that they take the form of Luncheon Clubs does not necessarily mean that they have no other functions to perform

—they have many. Leagues organized along these lines with or without paid secretaries can create more goodwill within the industry in their respective districts than any one of the other electrical organizations. In the League, you will find *all* branches gathered together under one head.

PREVIOUS to the days of an Electrical League in my own territory, it was a common thing to hear the contractor assailing the central station; the jobber assailing the manufacturer, etc. Why? Simply because the various factions had never had a means of getting together and discussing their problems in a heart-to-heart way. Today, representatives of these branches of our industry make up the board of directors of our League and the contractor now calls the central-station representative by his first name and vice versa. These different factions have dropped their curbstone oratory. They now know where to go and to whom to go.

As a result of the League's influence on local co-operation in Boston, the company which I represent has

established a department known as the Relations with Allied Interests Department. The duties of this department are to co-operate with all branches of the electrical industry in any business promotion campaign that the different branches attempt.

This department manages and supervises such undertakings as the Electric Home, the Community Electrical Exhibits, Refrigeration Shows, Presentation of Industrial Electrical Moving Pictures, an Exclusive Information Center for Electrical Contractors, also a Free Window-Dressing Service to Contractors and Electrical Dealers. The services of the employees of this department are offered gratis and all this has been brought about through the influence of the League on Local Co-operation. As I said before, this particular League was started as practically nothing more than a Luncheon Club so you see a great deal of good can come even from a non-contributory organization.

In reading the report of the Program Committee of the Rhode Island Electrical League, I noticed that they gave exceptional prominence to the "Permanent Classroom" and "Industry Display Room" which were made possible by the co-operation of the various branches of the electrical industry in Rhode Island. "The Lighting Institute" as it is called, is located at Brown University and is used not only by the electrical illuminating engineers, but by the electrical industry as a whole in selling the better lighting idea both industrial and domestic.

I BELIEVE that this is an activity that Electrical Leagues might well study because it provides the contractor with an opportunity to show the customer just what he needs and what he really should have, and if the contractor is of the progressive type, he will see to it that the cus-



# *in* ACTION

*are doing to promote  
for all electrical men*

customer needs enough to make it interesting to all other branches of the industry, thus again the League's influence will be felt in no small way.

While we are on the subject of better lighting jobs let me call your attention to the fact that practically all of the central stations have what is known as "the Lighting Service Department," the personnel of which is made up of men who have studied the lighting feature of our business and understand it thoroughly. Time and time again do the contractors have use for the service of these men, but too often do they hesitate to call upon them for advice, why, I do not know, unless it is that the contractor feels himself capable of solving his own lighting problem.

IT IS my opinion that if Electrical Leagues could establish a contact between the lighting service men and the contractors, it would be a piece of co-operative work that would benefit not only the contractor, but would result in a bigger and better job for all concerned, including the customer. I know of a Church that has recently been redecorated throughout, and on that job the contractor had practically sold the church folks the idea of repainting the fixtures in the body of the church and putting new fixtures on the altar. At an outing of the Electrical League in that particular district, the contractor was discussing the job with one of the League members who suggested that he talk with an illuminating engineer. The contractor replied that he was not on speaking terms with the policy of the said company and would not ask them, whereupon the League's secretary entered and became the go-between. The result was, new fixtures throughout the church and what was to be a \$400 wiring job was turned into \$1,400. The engineer and contractor are now on speaking terms, another case of where the

League's influence on Local Co-operation was demonstrated. Think this over, and see if you have any such condition in your own territory, and if your League cannot become the go-between.

I have recently read that some of the Leagues are appointing what is known as "Governmental Relation Committee." One of the duties of these committees is to initiate and direct a campaign for the unification of inspection ordinances in their respective states. As you all know, states are made up of cities and towns, and cities and towns are made up of all sorts of people with all sorts of ideas as to just what ought to be, much to the discomfort of the manufacturers, jobbers, central stations and contractors.

Just what will this unification mean to the industry?

It will, first of all, standardize the manufacturer's output, decrease expenses for the jobber in carrying unnecessary stock, and decrease the cost of wiring installations, also the stock items which the contractor has to carry today. This is a campaign in itself, and I wonder how many Leagues are doing any co-operative work along these lines. I have heard of a state where one central station serves over forty cities and towns with as many different inspection requirements. The contractors in that state never know when going on a job just what to take with them. This is a League job and one that should be given consideration by every League in the country.

ONE of the outstanding examples along these lines is an accomplishment of the Electric League of Washington, D. C. Let me read for you a paragraph from a letter which I received from N. H. Barnes of the Potomac Electric Power Company. Mr. Barnes says, "The District of Columbia and the Electric Power

Company issued a new electrical code and new rules and regulations, respectively.

The old rules were about twenty years or so old, and therefore changes were many and material. Through the Electric League and with others present as guests detailed explanations were made at a series of meetings and full explanations made it possible for the inauguration of the new requirements at a time mutually satisfactory to jobbers, contractors and authorities, as well as the Power Company. The League's influence in bringing about co-operation in this important move, was helpful to everyone concerned."

I would also like to call your attention to the co-operative electrical page printed under the auspices of the Electric League of Washington each Sunday morning in the *Washington Post*. The Washington League also holds membership in the Washington Retail Credit Men's Association and all members are entitled to the services of that organization. This form of co-operation is most beneficial to those members who care to take advantage of it.

THE Washington Electrical League has evidently also sold itself as a public service organization because I find cases in Washington where the public has used the Electric League as a means of straightening out difficulties between themselves and different branches of the electrical industry. Those branches of the industry in Washington having had the benefit of this class of service from their League are most grateful for the existence of the League. It is my opinion that Washington has given us something to think over.

From the Electrical League of Pittsburgh comes the report that one of the "silent jobs," as Van Aernam calls it, wants to get the power companies together and standardize a set of rules applying to meter and service installation. This represented a lot of work resulting in fewer items in jobbers' stocks and less confusion for contractors, architects and others with clients in the various territories of these public utility companies. Although this required the giving of a lot of time on the part of those concerned in this type of unification, the Pittsburgh League reports that it was well worth while.

Another activity brought into being through the influence of the League

*Continued on page 130*



*Central-station store in small midwest town*

*Typical small-town contractor dealer in Middle West*

# *Selling the* SMALL

**C**O-INCIDENT to the development and growth of the present super-power zones, has been the extension of central-station service to a large proportion of the smaller towns over the entire country. This is a step towards the greatly and much talked-of rural electrification, for, by smaller towns is meant towns having a population of 5,000 and under.

In order to make extensions to towns of this size profitable, it has been realized from the start that these new customers must be taught properly to use the electric service which was available to them in order that the load might be built up to a point where the public utility could earn a fair return on the investment without charging prohibitive rates. Obviously the way to accomplish the desired result was actively to merchandise electrical appliances. The problems of merchandising in such a territory are different from those of large urban centers.

The South Georgia Power Company serves forty towns varying in size from a population of 50 to 20,000 people and scattered over an area of

## *How Southern Utility built merchandise sales to \$27.40 per meter in communities of less than 5,000 population*

approximately 10,000 square miles. This territory is one of the richest agricultural sections in the southeast. Its industries, with the exception of the cotton mills, are all seasonal, dependent for their prosperity upon the major industry of the country, which is farming.

To serve this territory, a large investment in transmission lines, substations and distribution systems was necessary and it is therefore, imperative that the load be built up through merchandising activities.

The South Georgia Power Company which was incorporated on January 1, 1926, consisted of the old Georgia-Alabama Power Company which served twelve towns in southwest Georgia. Since that time twenty-eight other towns have been added to the system. The original company had no sales department so it was first necessary to organize such

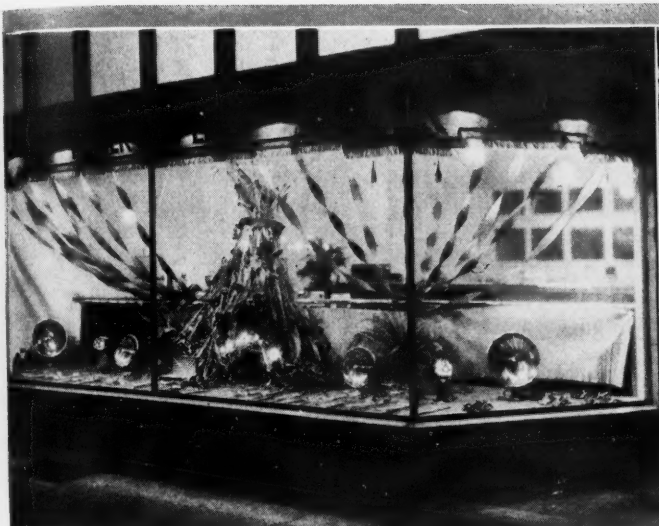
a department. Before describing the sales organization which was developed to cover this territory, it will be necessary to give an outline of the general organization. The head office of the company is located in Albany, Georgia.

and the remaining territory has been divided into eight districts. Over each of these districts is a representative who is responsible for the entire operation of that district.

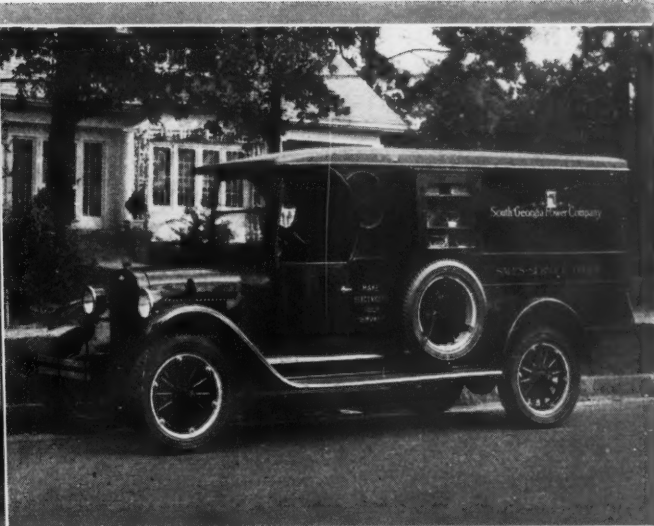
These district representatives have an outside salesman or solicitor who spends the greater proportion of his time soliciting business from the customers at their homes and stores. This man is supposed to sell everything from lamps, irons, etc., to refrigerators and electric stoves.

There are no specialty men since the territory is so widespread, he would spend a large portion of his time traveling and the transportation expense would be prohibitive. In two of the districts there are from twelve to fifteen very small towns and in each of these districts the salesman is supplied with a sales-service truck.

These sales-service trucks are one-



Effective window displays help as in large cities



Sales service car visits the villages

# TOWN Market

By C. P. MILLS

*Sales Manager, South Georgia Power Company  
Albany, Georgia*

ton Chevrolet trucks with a cabinet body. On each side of this body a small display case has been built from which the merchandise can be displayed so as to attract the attention of the people passing by while the truck is parked.

As already stated, the salesman with these trucks covers towns which are too small to justify the expense of operating a merchandise display room. A complete stock of appliances is carried in these trucks so that the salesman can make immediate delivery on goods sold. The service which they render is two-fold as implied by the name, "sales-service truck."

The territory covered is so arranged that the salesman calls on all the customers at least once a month. He is the only employee whom the customers in these small towns see regularly, with the exception of the meter-reader who is usually too busy to stop and talk. When the truck-salesman comes to town he has plenty of time to stop and chat with anyone who wishes to talk to him and furthermore his arrival is announced, for the truck is attractively painted

and quite conspicuous in a town of from 50 to 300 people.

This man listens to complaints, shows customers how to use the appliances they now have, makes minor repairs and of course endeavors to sell additional appliances. He thus establishes a close personal contact, and builds up a confidence in the company from which many sales result.

The solicitor in the larger towns works in the same manner. In fact, the system employed is a very close approximation of the "district representative" plan.

In addition to the regular salesman, all office employees are given instructions in selling at meetings held periodically. These meetings are held in the head office one month and in one of the district offices the following month.

All clerical and stenographic help

from each district office attend these meetings at which time campaigns are explained and the sales record of each district discussed. In this way, each employee becomes interested in sales and competitive spirit has been developed.

The actual selling is done in more or less orthodox manner. Campaigns on various appliances are held about once a month. During this campaign, the entire organization will push the appliance which is being campaigned and which is offered at a special price or at the usual price with a premium. These campaigns are planned and directed from the head office and are put on in each town at the same time.

In towns of the size under consideration, newspaper advertising is not very effective since the local paper, if there is such an institution, is only published once a week. There remain, of course, the bill-stuffer, broadside, circular letter and window display as a means of arousing the public interest, and nothing need be said on the relative merits of these mediums with the possible exception of the last one mentioned.

(Continued on page 111)



# *What Association Island Means to the Electrical Industry*

By EARL WHITEHORNE

**W**HY do electrical men love "Association Island"? Because it's beautiful? Because it's comfortable? No. It isn't just that, much as they delight in the natural charm of this lovely spot and enjoy the good things that are provided. I think "The Island" has won its way into our hearts because of something spiritual which it has brought into our business lives that was never there before. Let me try to tell you what I mean.

Picture an elm-fringed island, lying low in Lake Ontario, two miles off shore. A broad green campus. Cosy shingle-roofed brown tents bordering two sides of the parade and curving off to skirt the shore. Six holes of golf behind the tents, along the beach and through the grove. A few scattered white buildings—bath houses, hospital, "town hall," the "administration building" with its long veranda and many chairs. The bowling alley, the farm group, the dining room, the boat house. The harbor, the dock, the bathing pier.

And then the ancient elm, towering majestically above the grassy point. Once an Indian council place and later a simple farm home. Today a shrine, where men who have come far sit long and gaze across the sparkling waters, past the sail boats bobbing at their moorings, to the blue hills of the mainland to the south.

Look! A big speed boat comes bounding over the waves. No—three of them! A little group is down on the dock. The band is drawn up on the lawn. The boats glide nearer. The brasses blare. The drums beat. Greetings and cheers. Here they are! Such reaching of hands and slappings on the back. The parade swings off behind the Island marching song. And then camp clothes, collars unbuttoned and white hats. The band again, the march to the flag staff, the welcoming address, the announcements, the flags unfurled, the gun. The camp is open. And we march to lunch eager for the good food that's always there.

**I** DON'T know why, but somehow when men lay off their neckties they likewise discard the artificial dignity that during business hours so hedges us about. And when they don white hats marked plainly with their names, they drop formalities and easily assume the natural intimacies of friendship. And so it is there on the Island.

Morning and evening meetings. Golf, tennis, boating in the afternoon. Long talks beneath the tent flies. Much bantering, much play, much music. The band calls you up along the tent line in the

morning. The bugle sounds for meetings and for meals. Taps warn of lights out. But in the "Black Cat" late at night there is a buffet lunch. Then the real singing starts, and when the darkness comes, "Sweet Adeline" continues yet awhile, floating softly down the breeze from where the bonfire gleams beside the water.

And then tomorrow is another day. And with you are Bill and Jim, whom you would "Mister" for five years of ordinary intercourse. And men you have not really fancied before frankly expose their likeable personalities to your affection. And strong conflicting view points mellow and just naturally merge into the common interest that is fundamental to all who work for the advancement of electrical progress. And plans are made and programs set and visions unfold and practical ideals take hold of men's imagination. And out of the Island camps come leadership and harmony and that kind of co-operation that is the very spirit of service.

**F**OR when the last meeting marches again to the flag for the closing ceremonies and the good byes are said—And when that night the boats drift slowly out in the starry darkness, the cornets on the boat house balcony playing the sweet "Farewell" melody, the little singing group waving once more there on the dock—Well, it's very moving and no man can soon forget. It lodges something spiritual within you that gives you zeal and courage.

Association Island is an institution unique in American industry. Its value cannot be calculated in terms of money. But men who have been fortunate enough to go there will talk long to you about it. It has become a shrine of co-operation, with a background reaching far into the early years. Its founders were wise men who knew the human heart and saw in industry the opportunity to harness the forces of fraternity for the furtherance of practical ideals. And the maintenance of this fair spot, frankly dedicated to co-operation in the industry, is an inspiring evidence of generosity and high idealism that every electrical man should acknowledge with pride.

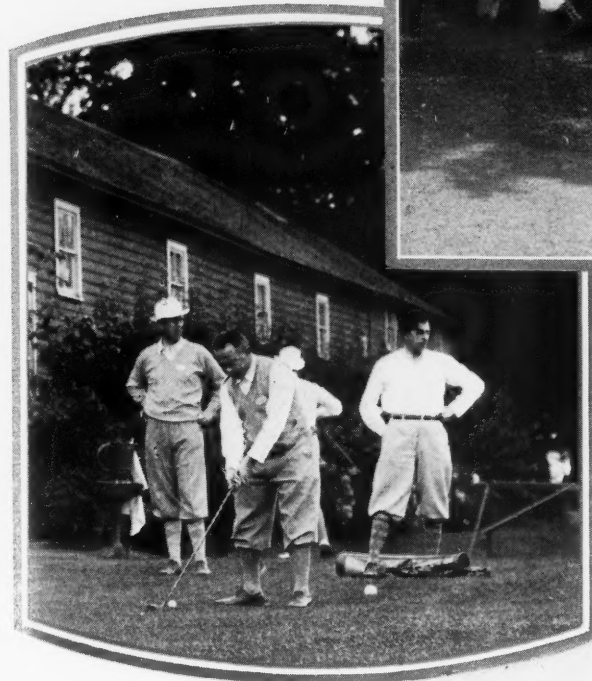
There is no privilege I prize more highly than the opportunities that come to me each year to go into camp on the Island with different groups, to face the problems of the day. And each time anew, there is borne in on my mind increased conviction that all good things are possible when men will work together in simple friendship, striving helpfully for progress.

# Electrical Merchandising *Pictorial*



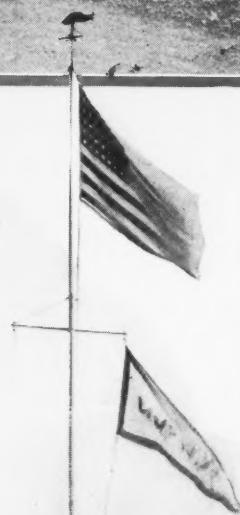
## Association Island—

*Where friendship paves the  
way for industry progress*



Scenes from Camp NEMA at Association Island, where, for the first time, the executives of national electrical manufacturers went to play as well as work together.

Top: A boat load approaching the dock. Here neckties are removed and fellowship begins. Above: Lunch under the great elm. Left: The first tee on the six-hole golf course. Below: The simple and dignified ceremony which is the official opening of each gathering at the Island; a brief address—the band plays—the flag is raised.





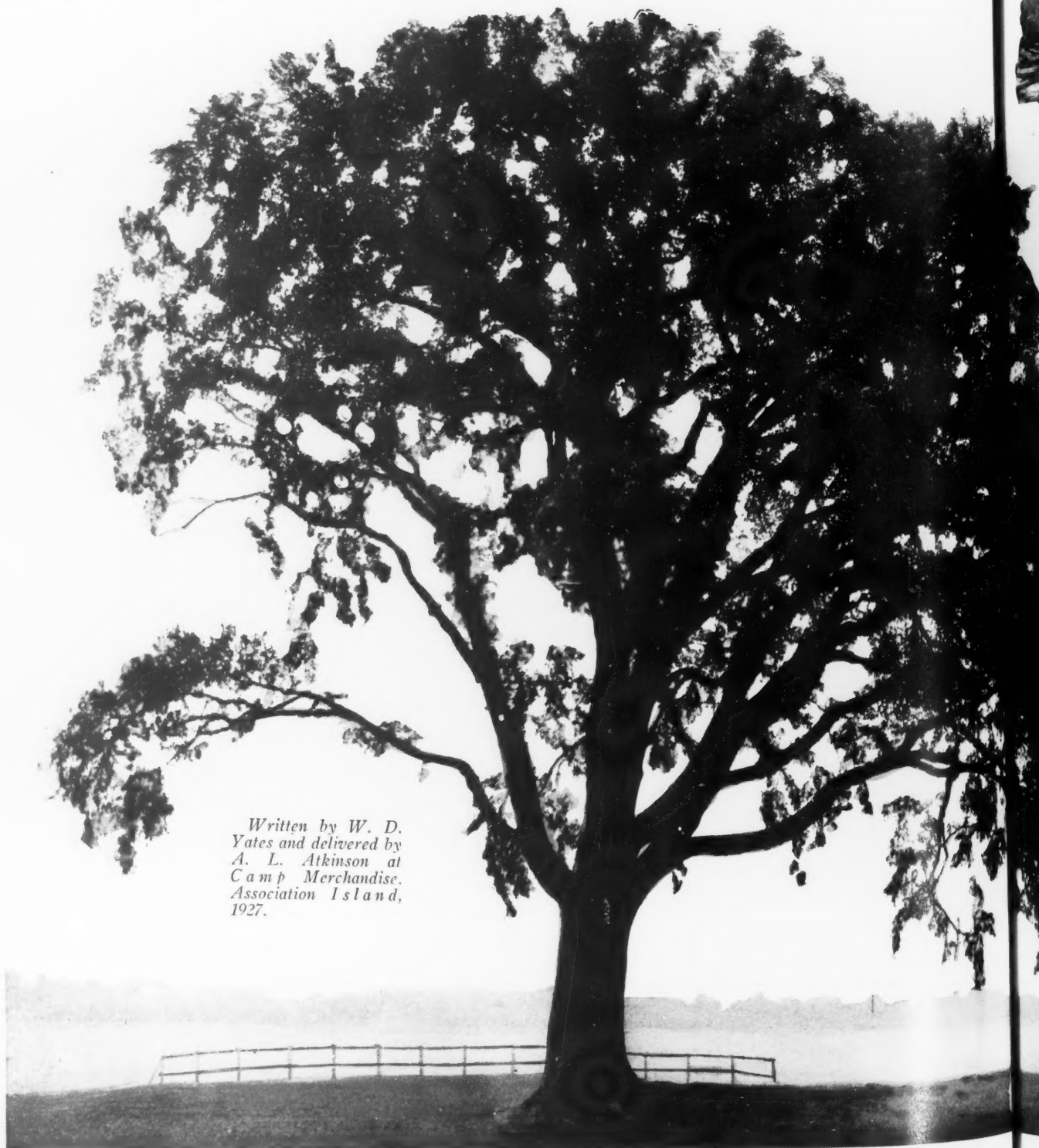
# The Spirit of t

I am the Spirit of the Island.  
Guardian Spirit of this one fair spot  
Of all Earth's wide expanse.  
Long ages have I vigil kept,  
Hovering here twixt land and sky,  
Watching, waiting for the fulfillment of a Dream

Conceived at Man's first upward groping toward  
the light

Therefore am I reminiscent and prophetic.

In the beginning was the law of tooth and claw.



*Written by W. D.  
Yates and delivered by  
A. L. Atkinson at  
Camp Merchandise  
Association Island,  
1927.*



# of the Island



Man fought with beast, and  
beast with beast, and Man  
with Man—  
And with the elements  
And oft grim famine stalked.

And then the Red Man came,  
As legend hath it, from the land  
north of the setting sun.  
Evolved 'tis true beyond the unit  
of the Family to the  
Clan and Tribe.

But still tribe fought with tribe;  
And when the great snows came

Starvation gripped them and they died.

Back in the dim centuries of the past;  
Long ere this great elm,  
Rearing like some sacrificial urn toward the  
star-flecked heavens, was a tender seedling,  
A chief there was—wise beyond his years and  
time, to whom, as he walked, pondering,  
under a rosy-golden sunset,  
A vision came—an inspiration—the germ idea  
of the Brotherhood of Man.

And then was the first Council Fire  
Round which the chieftains of the warring  
tribes

Passed the pipe of peace.  
And there Fraternity was born  
and the Dream had  
its conception.

Came next the White Man,  
Advanced in knowledge and in culture,  
Beyond the simple ways of his Red Brother.  
But in his heart was envy and a greed for gold,  
And a great unreasoning hunger for wide lands.



So the cool quiet of these green groves echoed to  
the roar of cannon and the snore of drums;  
The scalping knives were out again—  
White fought with Red and Red with Red and  
White with White.

And then a peace was made.  
And at the Council, treaties signed, that ever since  
Have left the vast boundary between two great  
nations  
Without a fort or gun—  
Or warship's prow to plow the waves of these great  
lakes.

The Dream was marching on.

And now another age has come  
Of Science and Invention.  
Life's tempo's changed—Speed is the thing.  
But though the drum and cannon's lulled to rest  
Man strives with Man  
And in the quest of riches and for fame  
The ancient law prevails—the race is to the swift.

And now by modern Council fire



Again fraternal meeting.  
When under the sun and under the stars  
Man meets with Man, as Man to Man;  
And plans are made and the way is laid  
For a truer understanding

And the Dream still marches on.

# *New* **MODEL SMASHES**

## **Sales During July, August and September Exceed all Previous Third-Quarter Records**

Barely three months after the New Model 10 Eureka was announced, it had smashed all third-quarter records for Eureka sales. In July, August and September of this year, more Eurekas were sold than in any corresponding period of Eureka history.

Eureka dealers proclaim Model 10 the greatest vacuum cleaner they have ever seen. Their judgment is confirmed by an avalanche of orders—orders by the thousand from users of old and inefficient electric cleaners, who have been quick to see and appreciate the great superiority of this new Eureka.

Model 10 is outselling even the famous Model 9, which carried Eureka to world leadership in the vacuum cleaner industry. And every day the landslide of popularity grows.

### **Amazing Cleaning Power Does It**

This was to be expected. It is the natural response of American women to cleaning power which only a few short months ago would have been thought impossible.

Model 10, with its 30% higher vacuum, has proved in exhaustive and impartial tests conducted in the Eureka laboratories, that it removes more dirt by weight than any other portable cleaner, regardless of type, price or make.

*The New*  
*Grand Prize* **EUR**  
**VACUUM**

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## Cold-Weather Campaigning

(Continued from page 83)

were placed in the homes of prospects—good prospects—on this basis, and but 3 per cent of them came back to the warehouse. The company in all instances placed the boxes in the most convenient position for the housewife and ran a line from the meter box of the building to them, installing convenience outlets for each installation. This method of installing pleased the customers and also prevented any possibility of flickering lights when the thermostat started the motor, due to the sudden load.

In order to accentuate the success of the *on trial* plan used in connection with the company's first campaign Mr. Landers told us that the plan has been used successfully on many other appliances, and has always been highly profitable. He tells us that it is doubtful if the same impetus could have been given to the initial refrigerator campaign staged in town without this sales feature. It was not used however, in the February, 1927, campaign, and less than 10 units have been sold on the free trial basis this year.

Salesmen made on the average of fifteen calls per day and were expected to set aside three evenings of each week for refrigeration appointments. The regular morning meeting usually attended in the Danbury office of the company by all salesmen was discontinued for the duration of the campaign and instead they were told to "stay out until it is necessary to come in." Ninety-two units were sold in January, the first month of the drive. Mr. Taylor was of tremendous assistance to the men as he had had factory training in refrigeration. In many instances he succeeded in closing sales partially completed by the men, thus stimulating them to greater effort and increasing the sales total.

Company salesmen work in closed territories, with the number of meters in a territory used as a basis for the sub-division and direct solicitation was more successful in the middle-class residential districts of the town than in the wealthier sections.

**T**HE direct expense associated with the sales of each refrigerator estimated before the campaign was as follows: Average selling price \$300, average discount 30 per cent,

leaving \$90 with which to execute necessary expenses.

Regular sales commission.....	\$21.00
Other expenses .....	13.00
Freight .....	16.00
Installation .....	20.00
Advertising .....	5.10
Bonus to salesmen (3 per cent).....	9.00
Miscellaneous .....	2.00
	<hr/> \$86.10

However, Mr. Landers tells us that in actual practice advertising ran considerably lower than this estimate. In addition, customers were charged \$30 to cover the cost of installation and shipping. Ninety per cent of the refrigerators sold in Danbury are on the time-payment basis.

During the first campaign all salesmen carried prospect cards which recorded the high-lights of conversation between the salesman and prospect. In the event that the prospect

was not sold, these cards were turned over to the office, filed and followed up later. Thirty per cent of the prospects turned in to the office in 1926 as unsaleable have since been sold refrigerators, many of them in the last winter campaign.

**S**O that at the end of its second year of winter campaigning Danbury & Bethel is sitting pretty in the refrigeration field. Many of the residents of Danbury, Bethel and Brookfield have been educated to the use of electrical refrigeration and their influence is spreading throughout the section.

Another campaign during cold weather would certainly net good results and that is precisely what R. E. Landers and C. H. Taylor are planning. This time it won't be pioneering.

## Selling the Small-Town Market

(Continued from page 101)

As already stated, the entire territory served by the company has been divided into eight districts. A merchandise display room is maintained in each of the towns where these district offices are located and five of these districts have display rooms in one additional town making a total of thirteen stores.

Particular care was taken in designing the lighting installation in these stores and as a result they stand out prominently in the business section, forming a very effective advertisement. This prominence makes the windows doubly effective and care is taken to keep these attractively arranged, the display being changed at least once a week. These window displays, together with demonstrations held in the store, are the most effective advertising medium for small towns.

Regarding demonstrations, it has been found that these will arouse interest, draw a crowd and need not be very elaborate. A range demonstration is necessarily a rather elaborate affair, but such is not so in the case of a waffle iron or toaster demonstration.

The ladies in these small towns welcome anything in the way of a diversion. Taking advantage of this fact, the district offices have held informal demonstrations on various appliances being campaigned. No printed invitations are used.

The stenographer or clerk calls the women on the telephone stating that on Thursday afternoon the power company is demonstrating a certain waffle iron and serving waffles and hot coffee made on an electric percolator. He asks her please to drop into the store and taste the waffles.

At demonstrations such as these, the jobber salesman can be of great assistance. Naturally he knows his appliances much better than any member of the local organization and can therefore, answer any difficult question which arises.

He can also materially assist in injecting enthusiasm into the local organization for being an outsider, he presents the story in a slightly different manner and his greater experience will enable him to assist the employees in closing a sale which might otherwise have been lost, and a completed sale is certainly a great producer of enthusiasm.

This article is not intended to prove anything but merely to recite in simple form, the experience of the first year of merchandising in small towns in an agricultural country. In conclusion, it may be interesting to note what the sales per residential meter have been in those districts where the largest town does not exceed 5,000 people:

	Gross Sales	Sales per Meter
District A .....	\$8,096.00	\$22.70
District B .....	6,536.00	13.50*
District C .....	13,271.00	27.40
District D .....	2,420.00	8.05
District E .....	1,270.00	8.40

\*This district has only been operating for six months.

## Electrical Merchandising

The Business Magazine of the Electrical Trade

THE conditions attending the sale and use of electrical merchandise form a community of interests that equally involve all the merchants who handle anything electrical, no matter what or where their stores may be, or what they call themselves. Different kinds of merchants may approach this class of merchandise from different directions. They may come up out of dissimilar backgrounds. They may disagree on many details of both policy and practice. But if they pursue this market, it isn't long before they find themselves established upon merchandising fundamentals that are almost identical, and sharing conditions that unescapably surround them all.

It is to the service of these common interests that this magazine is dedicated. Our task is to bring to the newcomer some of the experience and the matured thinking of the old timer and to make available to the veterans some of the freshness and initiative of the young recruits.

And therefore we espouse the cause of no bloc. No group intent on selfish purposes can make this magazine the mirror of its narrow thinking. We stand for the broad interests of this democratic electrical community that we know so well. We render our service to the men now in the appliance business, whether they come from the power company or the department store, whether they be electrical or specialty dealers, hardware men or merchants from any other trade.

*A statement of editorial policy from  
"Electrical Merchandising" August, 1927*

### The Reorganized S.E.D.

THE news of the reorganization of the Society for Electrical Development has been received with general gratification throughout the industry.

Nearly a year ago a condition arose causing acute financial embarrassment which made it doubtful that the S.E.D. and its work would be continued. Many causes had led to this unfortunate condition. From the time of the founding of the Society in 1913, under the leadership of J. Robert Crouse, the organization has fought an uphill course. The industry, at large, has always believed in the S.E.D., its destiny and its usefulness, and a devoted band of directors supported by the faith of the industry has carried the Society through many a discouraging situation. To W. W. Freeman, however, goes the major credit for having, by his courage and genius for organization, brought the S.E.D. through its latest and perhaps greatest period of difficulty.

Mr. Freeman's reorganization plan, now in effect, ties the Society in with the other major national associations in the industry and with the leagues. Presidents and managing directors of the industry associations sit on the Society board. Industry co-operation in its fullest sense becomes, therefore, assured for any project undertaken by the Society.

Refinancing through a bond issue has put the Society on a sound basis financially and it now starts a new period of service with debts paid and money in the bank.

The appointment of Kenneth McIntyre as managing director will give general satisfaction. It is an especially suitable appointment in that much of the work of the Society in the future will be carried out through the agency of the electrical leagues, and in the history of league development Kenneth McIntyre has had a place second to no other man.

With the reorganization guaranteeing the co-operation and support of the major associations, with its experienced director in whom leagues, associations and the industry at large have the fullest confidence, and with its capable and experienced staff, the Society now enters on a period of its greatest usefulness.

### The New Competition

BUSINESS is keen. People are looking at both sides of every dollar before spending it. Prices, terms and values are being critically compared by buyers grown shrewd almost overnight.

In such a merchandising situation there are two courses open: one, to read these buyers' minds and act accordingly; the other, to find soft alibis which will keep us comfortable until the creditors take hold.

For the benefit of those inclined to the latter course, we repeat a terse statement made at the last N.E.L.A. convention by D. F. Kelly, president of The Fair, Chicago: "There is enough business for all of us. If we don't get it it is our own fault."

### Building Decline May Boost Red Seal

THE declining market for new houses has had an adverse effect on the wiring trade. But, while there are fewer houses being wired, the market may actually be expanded by better wiring of all such houses as are being built.

George Austen, father of the Red Seal Plan, recently cited the Toronto experience on this point. A decline in



demand for new houses has been one of the factors which have greatly stimulated Red Seal wiring development in the Canadian city. Speculative builders, with a narrowing market, resorted to selling their houses through superior equipment. Red Seal wiring adopted by some of them as a talking point has now become a necessary element in new houses built for sale.

### *Sauce for the Gander*

ACCORDING to good authority, the Owl Drug Company which operates a chain of retail stores in the Middle West, has sold a certain well-known soap at fifteen cents a cake although never able to buy a single cake of it for less than seventeen and one-half cents. The company has pocketed a loss of something like \$100,000 on its turn-over of this particular soap during the last twenty years. The justification of the loss is that people who came to buy the cut-price soap remained for a New England boiled dinner at the soda fountain.

Now let us change a few names in the above statement:

According to good authority, the Blank Electric Light Company, which operates a syndicate of central stations in the Middle West, has sold electric ranges for \$150 each, though the range (plus sales expense) has never cost them less than \$175. The justification of the loss is that people who bought the underpriced ranges paid for a lot of additional electric current.

In its original form, the statement refers to a shrewd bit of merchandising strategy. As revised, it refers to some sort of a crime—or does it?

### *Dirt in the Corners*

GEORGE WILLIAMS was the first central station new-business man. Nominally he worked for Henry L. Doherty & Company; actually he worked for all of us. His ideas and ideals are at the foundation of much of the industry's sales and merchandising development.

As he traveled from property to property of the Doherty holdings, checking, advising, inspiring the men in the commercial departments under his sway, George Williams applied many tests and measures to ascertain their store-keeping and business-getting efficiency, but among all his rules this one was inflexible:—if there was dirt in the corners of the retail salesroom, then that department was below par. Not that the dirt itself mattered so much, but that it indicated a lack of method, of meticulousness, of self discipline, without which no retailer can hope permanently to prosper.

George has passed on, but the rule is too good to pass with him. This business of electrical merchandising would be a whole lot better right now if there were less dirt in the corners.

### *A Commercial Executive at N.E.L.A. Headquarters*

THE N.E.L.A. Executive Committee last month authorized the appointment of a national sales executive. This action has long been discussed and desired by the Commercial Section and it is good news that executive action has now been taken.

The general function of this national sales executive will be one of broad leadership for commercial progress. His specific activities will be many and varied. He will be one of the busiest men in the industry.

Perhaps the greatest benefit that will come to central station commercial men from a sales executive at national headquarters is that the man who measures up to this job—the man who will challenge the respect and confidence of the major executives of the power industry—will help to focus the interest of these major executives on the importance of marketing.

The indifference of the heads of the great power companies toward the merchandising end of the business has been a baffling barrier to commercial expansion. These executives are beginning to realize Power Company expansion depends on intensive selling to existing customers rather than on a continued process of accumulating new customers. That there is a recognition of this conception is evidenced in this very authorization for the appointment of a national commercial leader.

### *Business Leadership Goes to the Man Who Earns It*

*Continued from page 79*

Not necessarily.

Leadership is not established by assumption.

Jim Jones, the hardware clerk, can go into Mr. Greenwood's home town and take the merchandising leadership away from the company for which Mr. Greenwood works—provided Jim knows enough about merchandising. He doesn't have to know anything about electricity. He doesn't have to consult the association of electragists, nor do business with the local electrical jobbers, nor worry about the cut-price junk sold by some of the drug stores, nor join the hardware organizations, nor petition Congress to pass a law. All he has to do is to know his merchandising legumes, tend to his knitting and serve his public.

He will thereby become the electrical merchandise leader.

\* \* \* \*

BUT mark this well: He will never do it by sour-belly tactics. He will never do it causing somebody else loss. He will never do it by legislating Mr. Greenwood's company out of the appliance business, nor by organizing any group of dealers into battle against some other group, nor by any restraint of trade or other sour-belly subterfuge. He will do it by selling wanted merchandise in a way that the public prefers to buy it—just that, and nothing more.

Leadership in electrical merchandising belongs to the man who leads.

The man who leads is invariably an optimist. He believes in himself, in his merchandise, in the suppliers from whom he gets that merchandise and in the public to whom he sells it. He even believes in his competitors, because he realizes that his establishment shines by contrast with the sour-belly's and that the competition of his equals is what keeps business keen.

It does not make much of any difference what the leader's antecedents were. He may have been or may still be a hardwareman, a department store owner, a druggist, a sporting goods dealer, a furniture man, an electrical contractor, a specialty salesman, an ex-saloon keeper or a central station executive. What he once was makes no more difference than the way he combs his hair, if any. It's what he is that counts.

And the public decides that point.

The public makes its own merchandising leaders.

# Why People Will Buy A.C. This Christmas

ALL-ELECTRIC sets that can be connected to a convenience outlet, then forgotten for ever and ever amen insofar as power supply is concerned, are going to be asked for by radio buyers this Christmas. The industry is morally certain of it.

It has been coming a long, long time—this electrification of a popular accessory of the home—and people will buy radio this year who have been waiting for it almost since the first set in America startled the neighbors.

Many people who have “stalled” radio salesmen for months, yea years, will buy a.c. sets now, and like it. For these new prospects, radio-with-batteries might have been as attractive as a last year’s bird’s nest. Maybe ‘way back in the stone age someone told them not to buy a set for a couple of years until so-and-so perfected his set that would run without batteries. Or again, maybe the prospect had already yanked a storage battery out of the car—and decided not to have anything to do with the things again.

Almost any radio dealer can produce a perfectly appalling list of prospects who were absolutely lost because they were “waiting” or because they were afraid to handle electricity even in the door-bell dry-cells without rubber gloves.

So the gradual conversion of radio sets from “orphans of the storm,” so far as these people are concerned, to *electrical appliances* has in reality broken down sales resistance which has always barred the way to a tremendous market.

People to whom it has not been possible to sell radio will now ask about electrical sets. And because many of these people have waited to buy until they could definitely asso-

ciate the words “radio” and “electrical”; because they now look upon radio as a new electrical appliance, *electrical appliance dealers* are obviously in a better position to make

these sales than any other class of outlet—if they go after them.

Two markets for the sale of merchandise have been opened up by the electrical trend in radio. New pros-

## WORLD'S FAIR Reflects Socket-

JUST after entering New Madison Square Garden—where the Radio World’s Fair was held this year—we met Joe Donnelly, who had motored the seventy odd miles to New York City from his radio shop in Poughkeepsie.

Joe was standing in front of one of the elaborately decorated display booths on the arena floor when we met him and he confided to us that of all the merchandise exhibited he had found the “new heater type A.C. tubes” most interesting.

A rather significant statement, this—coming from a specialty dealer, and if we remember correctly, radio dealers did not exhibit any such enthusiasm for the few all-electric receivers on display at this same exhibition just a few short years ago. We recollect in a hazy sort of way that when radio dealers congregated at such shows they were prone to discuss the merits of competitive circuits in preference to the development of electrified radio.

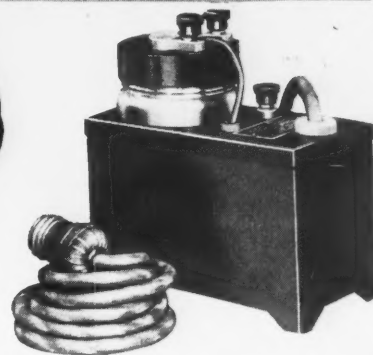
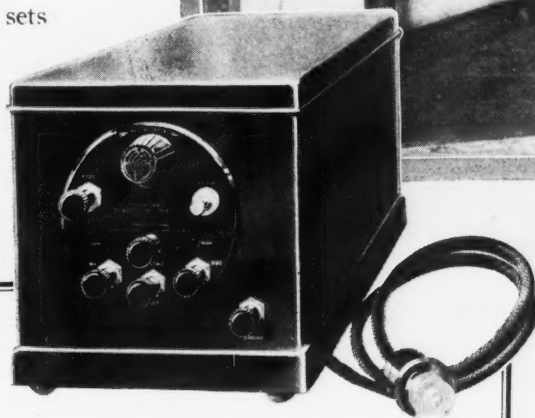
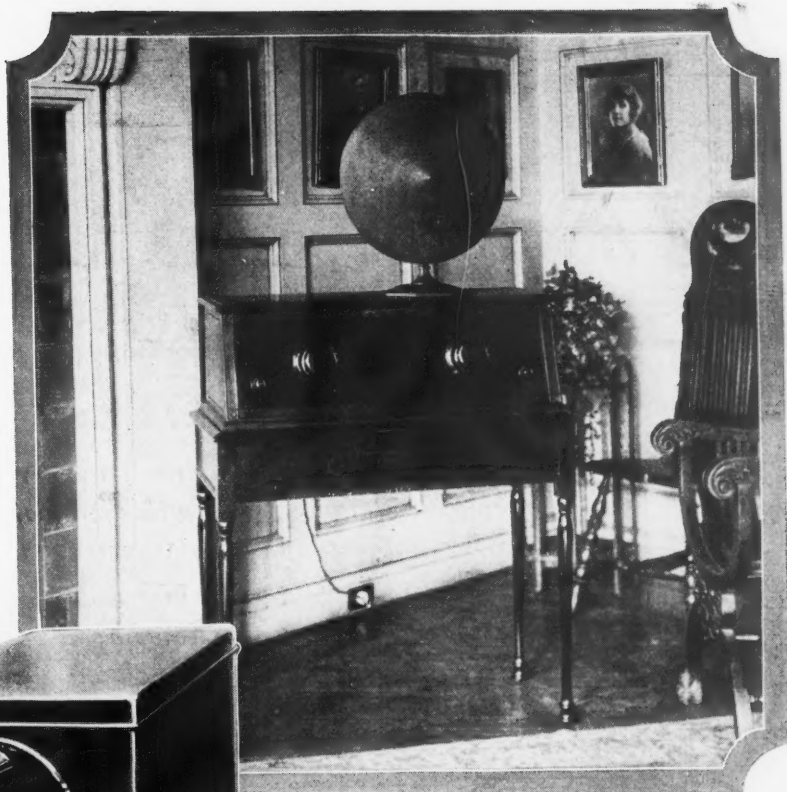
WHAT Joe’s observation, quite casual as it was, means to us, then, is that his interest is a reflection of the state of mind of the customers up in the Hudson River valley and that he is rapidly learning to think of radio as an *electrical appliance*. He might have been particularly interested in the very latest development in A.C. radio—the heater type tube—but we know that he is selling socket-power devices of every description, sets with built-in power supply units and similar power supply equipment.

JOE DONNELLY’S impression of the Radio World’s Fair did not differ widely from our own. He unconsciously gravitated to the displays of electrifying devices and we made

# Radio

pects will probably want one of the all-electric sets and in addition people who have had radio sets for years will want to modernize their sets.

The demand for complete a.c. sets will be supplied by manufacturers in various ways. Some of the sets on the market employ McCullough, Kellogg, R.C.A. or other tubes of this type which will operate with low-voltage alternating cur-



## Power Trend

mental note of the fact that A.C. development was perhaps the only thing worth noting in a brief summary.

We visited the exposition in New Madison Square Garden last year on a similar mission and can safely say that there was no startlingly new circuit on display this year; no particularly great changes in cabinet design and no "new departures" in construction.

**M**ETAL chassis and geared tuning controls were there in marked numbers—again; beautiful console cabinets and back-panel dial sets were on display; metallic shielding seemed the order of the day—just as it was last year. Several manufacturers even exhibited sets which we are willing to swear are identical with last year's models, with one or two minor differences in design. All in all, we came away with the general impression that the really notable feature of the fair was the remarkable increase in socket-power accessories and sets.

Socket-power sets to the right of us, automatic relays and A.C. tubes to the left—everywhere we turned there was an exhibit of power supply apparatus. Radio manufacturers evidently anticipate a tremendous demand for this power equipment and have been making it with a vengeance.

And in passing we might say that this year's Radio World's Fair was the most enjoyable yet for one who knows little about the intricacies of circuits and heterodynes, wavelengths and grid-leaks—for no longer does the exhibitor's salesman discuss any of these technicalities. Asked about a set he had a new and compelling sales talk:

*"Just plug it into an electric light socket—that's all you have to know to operate THIS set."*

rent on their filaments. These are known as the "heater type" tubes. Current to "light" these tubes is obtained through the use of a "step-down transformer and the a.c. is "stepped up" and rectified to supply the current formerly obtained by means of B batteries. All of this power supply apparatus is built-in. Other all-electric set manufacturers have no change in their receivers but have built-in A, B, and C power units. Both types are good load builders.

The demand for accessories with which to modernize older receivers will be met by the manufacturers of A, B, and C power units of all types and by the use of combination trickle-charger and storage batteries for A supplies and separate B power units. Between this modernizing of old receivers and new business stirred up by new convenience outlet sets there is certain to be plenty of radio business at Christmas.



# On the FIRING

## Sales Managers—NOTE:

**F**IRING LINE runs for the second month as a feature for salesmen and sales managers in this issue of ELECTRICAL MERCHANDISING. We want to thank all you men who have written us concerning electrical appliance campaigns.

*The reception of the section has been gratifying and all that we ask is that more of you get in touch with us before the November issue goes to press.*

*If your company has sold a carload of washers, or a boatload of refrigerators, here's the place to brag about it.*

BY THE WAY, THE FACT THAT MOST OF THE NEWS ON THESE PAGES COMES FROM CENTRAL STATIONS IS BECAUSE THE CENTRAL-STATION SALES MANAGERS HAVE RESPONDED. HOW ABOUT YOU DEALERS?

**W**ELL, men, here we are back on the sales front again with further news about appliance campaigns and campaigners.

### Ranges-Refrigerators

Let's see, when we signed off with last month's *Firing Line* we left the boys of twenty Georgia Power Company branches high and dry in the midst of a Hotpoint electric range campaign. If we remember correctly it was to run for a month and the quota called for a total sale of 325 units.

Well, we see by the latest issue of "Hotpoint-ers" that they exceeded the quota by 77 per cent, selling 577 ranges instead of the prescribed 325. Some pep. The bunch out at Brunswick, Ga., came out on top of the heap with 300 per cent of their quota sold, Gainesville trailing a close second with 209 per cent. Gainesville tied with Conyers, Ga., in competing for the \$50 prize offered by H. Q. for the best results in the last week's spurt. Only seven men on the payroll out there in Brunswick but they sold twenty-four ranges in thirty-five days.

All this happened a couple of weeks ago and another campaign is already under way on refrigeration. The quota calls for the sale of \$100,000 worth of boxes in 17 days and the campaign newspaper "Frigid-Ometer" tells us that the first half is over with exactly \$50,000 worth already over the doorstep!

### Cleaners

R. R. Young, vice-president in charge of sales over at the Public Service Electric and Gas Company, Newark, N. J., writes us that the company has just completed a very lively contest among its salesmen, with Hoover vacuum cleaners as the ammunition.

The first twenty-five men to sell a hundred cleaners, starting at the first of the year were to receive a free trip to the Hoover plant in North Canton, Ohio. Twenty-one men have qualified to date and the Pullman company is assured of the business of T. McCormick with 257 sales; J. Wallace, 193; L. Bassano, 156; L. Rooney, 149; E. Williams, 141; J. Graffius, 140; C. Kocher, 132; W. Raymond, 131; G. Mayer, 123; R.

Meinzer, 117; T. McCarthy, 114; W. Nelson, 110; G. Beers, 108; R. Gutman, 104; L. Johnson, 103; G. Stout, 102; R. Goodwin, 102; J. Parkinson, 102; H. Slater, 101; L. Meyer, 101; A. Winklespecht, 100.

### Washers

J. K. Wilson, sales manager out at the Ohio Electric Power Company in Sidney dropped us a short note this month that tells a very interesting story about the effectiveness of an operating employee in the washer sales field. We are going to quote it for you. "John Harding, a real salesman on the firing line, located in Fort Recovery on the St. Mary's division, sold five washing machines the other afternoon. Mr. Harding decided to show what actual results could be obtained by an operating employee by putting forth a little effort.

"Although eighty years of age Mr. Harding is a real go-getter for the Merchandise Department. He has done a mighty good job on Kelvinator, too, and is counting on helping the Ohio properties of the National Electric Power Company to

# LINE—with Salesmen and Salesmanagers

win first prize of \$1,000 on the combination range-refrigerator campaign."

## Ranges

Another one of those kitchen-on-wheels range campaigns is under way out in the Beaver Valley district of Pennsylvania. Westinghouse is co-operating with electrical dealers and the Duquesne Light Company in that district and the electrical kitchen is touring the countryside.

## Washers

George P. Gordon, "Maytagger" de luxe, holds the enviable record of selling 180 Maytag washers for the twelve months ending July 30. 62 per cent of them were cash sales and Mr. Gordon has been given a \$1 per washer premium over and above his sales commission for the good work. Gordon is front line man of the Philipsburgh Maytag Company.

## Refrigerators

Heading south again. Here we have a whole flock of releases from the Alabama Power Company, "Pointers" of September 17 says that from August 1 to September 10, 142 Servels have been sold.

The Mississippi Power Company division is well in the lead in the campaign with 193 per cent of its 130 machine quota sold. Western Division is second so far with 145 per cent of its quota of 91 already gone and the Gulf Electric Company has hit 134 per cent of its bogie of 50. The campaign will be over by the time this issue gets out in the field. Wonder how the Southern, Eastern and Northern divisions and the Gulf Power Company will make out? All

these fellows were below the 100 per cent mark up to the 17th of September.

Pointers says, "September, October, November and December—the four aces of the year. Cotton jumps \$10 a bale." Looks like a fine year for campaigning down there in the south.

## Ranges

"1,007 new electric ranges sold in nine weeks" is the pleasant news that greets us in the current issue of "United Light Progress." We understand that the Nebraska-Iowa companies of the United Light System have just completed a range campaign with an average of one sale to every 21 residence customers.

The Nebraska Gas & Electric Company of York came out on top of the heap with 375 per cent of its quota sold—or 159 units installed. Beatrice, Nebraska, finished a close second with 346 per cent sold and the Iowa Service Company of Clarinda finished third with 281 per cent sold. The entire system sold 1,007 Hotpoints, with only one of the 12 properties failing to make its quota.

## Ranges-Refrigerators

Southwest Power and Michigan Electric are battling for first place in the combination range-refrigerator campaign already mentioned, now in progress between National Electric Power Company properties.

At the end of the first month, Michigan was leading the field with 16 per cent of its year's quota. Southwest Power is running second with Cumberland County third. Michigan is working on a quota of 169 ranges and refrigerators and has already sold

twenty-seven. Southwest is working on a quota of 234 and has already batted out twenty-two.

We understand that W. G. Skow, vice-president, and Sid Merely, general commercial manager out at Southwest are so confident of trimming the bunch up at Northwestern that they have wagered an Oklahoma 'possum against Northwest's South Dakota coyote. Northwestern is in fourth place with 6.4 per cent of its quota, so it looks very much as if the coyote is in a fair way to becoming the nucleus of a first-class Oklahoma menagerie.

## Washers

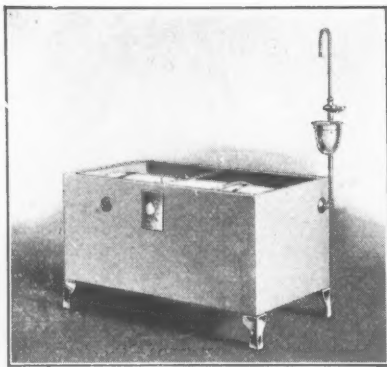
G. B. Lawless, manager of the Savage Sales Crew, Virginia Electric & Power Company, Portsmouth, Va., is putting out a lot of Savage washers we understand. He tells us that he has made seventy-five sales since January fifth, all by his lonesome though he was absent from the office for a month. Twenty-seven cleaning and pressing shops in town have been equipped with electric washers and the crew has sold eight in a week, two for cash.

## Cleaners

W. H. Fagan, now selling for the Dayton Power and Light Company has the enviable sales record of 181 Hoover cleaners sold in the first six months of the year. We are told that he turned 407 demonstrations during the period of an average of 15.7 per week. 119 sets of dusting tools also went into Dayton homes. There's a sound idea for all knights of the road in Fagan's observation that the telephone is the best bet for business.

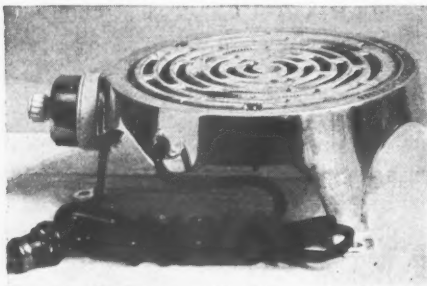
More of this next month.

# Latest Electrical Merchandise to



## Cabinet-Type Water Heater That Fits Under Range

As a space-saving appliance and saving at the same time extra wiring charges for electric range users, the Automatic Electric Heater Company, 1505 Race Street, Philadelphia, Pa., is offering its new cabinet heater. This new heater is made to fit under any standard side-oven range. The assembly consists of an enameled cabinet, made of heavy gage steel and containing an insulated 18-gal. storage type water heater with heating element of 3,000 watts, more or less, as may be required, also double-throw switch, temperature indicator, control and wiring. This new heater is designed to provide hot water supply for the house.—*Electrical Merchandising*, October, 1927.



## 3-Heat Electric Stove

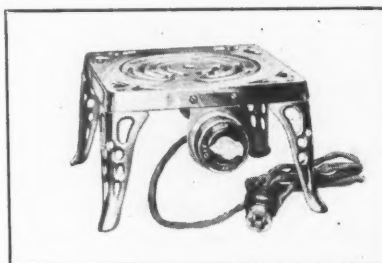
The Bobbett Electric Manufacturing Company, 813 East 43rd Street, Chicago, Ill., has brought out a new 3-heat electric stove, No. 73. The stove is made of polished cast aluminum, 9 in. in diameter and is equipped with 3-heat snap switch. Its intended price is \$15.—*Electrical Merchandising*, October, 1927.

## Heating Pads in Color

"Simplex" heating pads are now being made in attractive new colors—pink, blue and henna as well as in the familiar buff. In addition to these new colors in heating pad material the Simplex Electric Heating Company, 85 Sidney Street, Cambridge, Mass., is offering another pad, called the "Bunny" pad. On its fluffy henna-colored eider-down covering is a white rabbit, the symbol of cheerful health. Any sick child would be delighted with this "bunny" pad. Each of the new pads in color has cord and plug to match and each is wrapped in a new sanitary cellophane envelope. The pads all measure 12 in. x 15 in. and are equipped with three heats. A special water-repellent slip cover is also furnished with each pad. Intended retail price of "Bunny" pad, \$9.50; color pads, \$8; standard buff pads, \$7.50.—*Electrical Merchandising*, October, 1927.

## Hot Plate

The electric hot plate illustrated, made by the Griswold Manufacturing Company, Erie, Pa., may be had with or without three-way heat switch. It is equipped with open type unit using Chromel wire set in a refractory base. Its capacity is 800 watts and it is intended for lighting circuit use from any convenient outlet. Either full nickel or gray enamel finish may be had. The plate top measures 8½ in. x 8½ in. The hot plate may also be had in twin-plate type, with two heating units of 800 watts each. Intended retail price, No. 101 (single) hot plate, in nickel finish, without switch, \$3.75; with switch, \$5.50; in gray enamel, without switch, \$3. The No. 102 (twin) hot plate is \$12 in nickel finish, \$11 in gray enamel. This hot plate is equipped with three-way switch.—*Electrical Merchandising*, October, 1927.

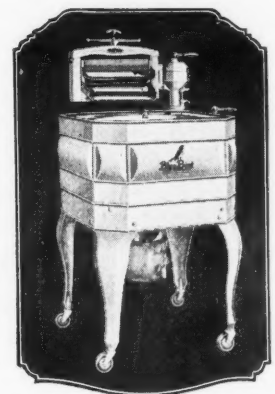
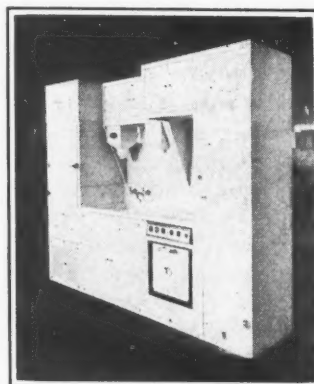


## All-Metal Kitchen Unit

An entire kitchen is contained in the "Komplete Kleen Kitchen" unit offered by Peterson and Neville, Inc., 365 Dorchester Avenue, Boston, Mass. In this unit, pictured here, is contained an electric refrigerator, monel metal and stainless steel sink, electric range and utility broom closet. The door of the utility closet houses a folding ironing board. The entire unit is made of steel, painted with durable white lacquer. The top of the stove is of stainless steel, as is also a 4-in. kick plate around the entire base of the unit.

Under the refrigerator are two sliding table tops, the tops covered with linoleum and bound with stainless steel. The broom closet, likewise, contains a folding table top. A central switch-board and cabinet is installed under the sink unit, to which is brought electrical connections to the electric refrigerator, range, appliance and utility plug in broom closet and to the electric light over the sink.

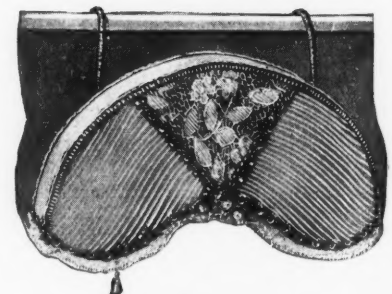
The unit is mouse and vermin proof and contains in one group, complete equipment for kitchen and pantry—a complete kitchen, operated from the central point and designed to save the steps of the housewife.—*Electrical Merchandising*, October, 1927.



## New "Blue Bird" Washer

The Blue Bird Appliance Corporation, Star Building, St. Louis, Mo., is marketing a new "Blue Bird" washer. The washer is of the agitator type with countersunk agitator and novel tub bottom which, in connection with the unique shape of the tub sides, produces an unusual washing efficiency, the manufacturer explains.

The bottom and the sides of the tub are nicked copper while the top is of rust-proof steel. The machine itself is finished in white. The capacity of the new washer is 8 sheets. Retail for \$160.—*Electrical Merchandising*, October, 1927.



## Bed Lamp

In half-moon shape, hand tailored, is a new bed lamp designed by S. Robert Schwartz & Bro., 546 Broadway, New York City. The lamp has georgette top with lace inset and is lined with satinette. It is trimmed with budding and lace. The colors available are rose over rose and orchid over rose. Intended retail price, \$3.25.—*Electrical Merchandising*, October, 1927.

## Electric Heater

Landers, Frary & Clark, New Britain, Conn., is offering a new electric heater for cool weather sales. It is known as No. 9937 and is listed at \$7.50. The heater is in Classic Empire design and is finished in statuary bronze. It is of the reflector type, with solid copper reflector.

Another heater number offered by the company is the "Universal Super-Fourteen," known as catalog No. E-9954 which has water leaf design, with plain solid copper, 14-in. reflector, highly polished. The finish of the heater is dark bronze enamel. Intended list price, \$7.50.

The "Universal Junior" heater may be had in enamel finishes of Royal blue, mahogany red, old rose, French gray, sylvan green and ivory. Listed at \$5.—*Electrical Merchandising*, October, 1927.

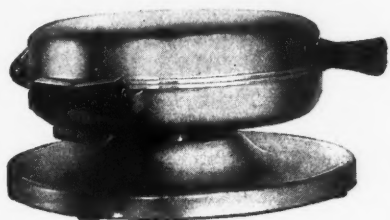


# Open the Christmas Buying Season

## Waffle Iron

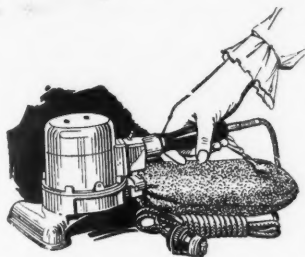
Among the features of the new waffle iron brought out by the Waage Electric Company, 5100 West Ravenswood Avenue, Chicago, is the improved heating unit which is designed to provide perfect conduction and distribution of heat so that the waffle is uniformly baked on the entire surface at the rate of about one per minute. Another improvement is in the mounting on the base which not only permits of a more pleasing and graceful design but keeps the base cool and prevents any possibility of the surface under the waffle getting hot.

There is an "on" and "off" connector plug so that the current can be connected or disconnected without detaching the attachment plug. The iron is 7½ in. in diameter. The waffle grid is die cast aluminum and has overflow groove. Other parts of the iron are heavily nickel plated. Current consumption, 660 watts. Intended retail price, \$11.—*Electrical Merchandising*, October, 1927.



## Small Hand Cleaner

Weighing less than 4 lb., the small hand cleaner of the Galvin Electric Manufacturing Company, St. Louis, Mo., is a convenient cleaning tool for the hard-to-reach corners and for use on upholstery, in the automobile, draperies and coats. The new cleaner has separate brush and felt pad attachments for cleaning clothes and for hard surfaces. Intended list price, \$18.50.—*Electrical Merchandising*, October, 1927.



## Water Heater

Although designed to heat water for domestic use, the "Midget" insert water heater can also be applied to commercial purposes where liquids are to be heated.

The heater is made in sizes of 600, 660, 750 and 1,000 watts for 110 or 220 volts, a.c. or d.c. Special sizes may be had at small additional cost. The length of the heater, from thread to end, is 11 in.; overall length 15 in. It is made to fit into a standard range boiler 12 in. or more in diameter. All heaters offered by the Midget Heater & Specialty Company, 3411 Pacific Avenue, Tacoma, Wash., are threaded for 1 in. standard pipe fittings. They are fitted with porcelain bushing but B. X. fittings may be used. Thermostats for automatic control which may be applied directly to the tank can be furnished. Intended price of heater in 600 and 660-watt sizes, \$7.50; 750-watts, \$8.50; 1,000-watts, \$9.50.—*Electrical Merchandising*, October, 1927.



## Waffle Iron

For table use, the Robeson Rochester Corporation, Rochester, N. Y., is offering an unusually attractive and decorative new waffle iron. The new appliance has finish of lustrous polished nickel with cool ivory-like handles of "linoid." The waffle plate is of solid aluminum and new type Nichrome heating units with gravity reset switch are used. Intended retail price, \$15.—*Electrical Merchandising*, October, 1927.

## New Prices on "Stewart" Power Units

The Stewart Battery Company, 119 North Peoria Street, Chicago, announces a price increase effective as of August 1 on its complete line of "A" and "B" socket power units. The new prices are as follows: Electric "A" power unit, \$44.50; "B" unit, without tube, \$34.50; "A-B" unit, without tube for "B" \$72.50. Prices on radio "A" storage batteries remain unchanged.—*Electrical Merchandising*, October, 1927.

## Adjustable Electric Smoker's Lamp

For the smoker's comfort, there is combined in one outfit all the necessary accessories for a comfortable smoke. This new smoker's outfit is made by the United Metal Art Manufacturing Company, 293 Wyckoff Avenue, Brooklyn, N. Y.

The outfit includes a double swivel lamp which can be adjusted for use on table, desk, radio or piano, a removable ash tray, cigar rests and an electric cigar lighter. The lighter is a complete unit in itself, having a separate automatic switch and extension cord. All that is necessary for the use of the outfit is the connection of the two-piece plug of the lamp to the lighting circuit as the cigar lighter is in series with the lamp.

The set comes complete with 8-ft. silk cord, 2-piece attachment plug and metal shade. Various finishes may be had, including bronze, old ivory and crackle. Intended retail price, \$3.75.—*Electrical Merchandising*, October, 1927.



## Small-Size Portable Washer

In portable type and as convenient to move about as the small pail cooker, is a new small-size washing machine brought out by the Galvin Electric Manufacturing Company, St. Louis, Mo. The washer will be found of great service in handling silks and lingerie and the small garments that must be washed daily in homes where there are very small children. Intended list price, \$37.50.—*Electrical Merchandising*, October, 1927.



## Small Hand Cleaner

Among the small hand cleaners on the market is that offered by the Clarke Sanding Machine Company, 3815 Cortland Street, Chicago. The small cleaner is designed for the cleaning of draperies, upholstery, including automobile upholstery, coats and for reaching inaccessible corners in general house cleaning. Provided with 20-ft. cord. Intended retail price, \$19.50.—*Electrical Merchandising*, October, 1927.



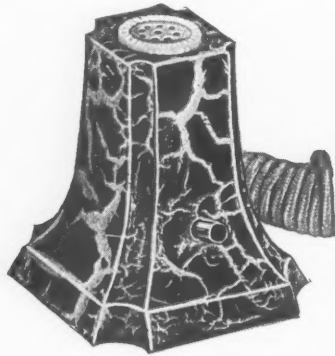
## AB and B Power Units

The Acme Electric and Manufacturing Company, 1444 Hamilton Avenue, Cleveland, Ohio, has developed two new products in its "AB" and "B" power units.

The "B" power unit uses a filament-type, full-wave tube similar to the R.C.A. UC-280 tube. The unit has six taps and delivers 40 mls. at 180 volts. It has no controls and gives the following voltages: 2, 2½, 45, 67, 90, 135 and 180. The intended list price, complete, is \$27.

The "AB" unit uses a dry Elkon charger which delivers 1 amp. and tapers to ½ amp. with a battery with glass case. It has the "B" power unit incorporated in its design, with an automatic relay. Intended list price, \$59.50.—*Electrical Merchandising*, October, 1927.

# New Electrical Merchandise for Fall Buying



## Electric Cigar Lighter and Replaceable Unit

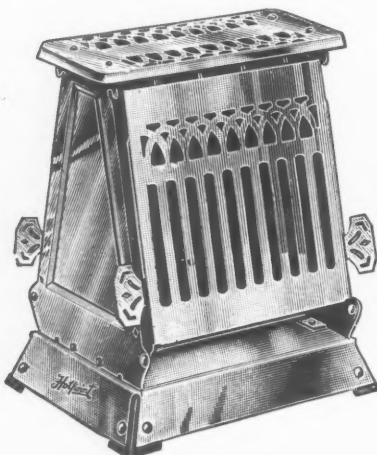
Finished in two-tone color enamels to simulate two-tone imitation leather the new "Sensation" cigar lighter makes an attractive addition to home or office. Made by the United Metal Art Manufacturing Company, 293 Wyckoff Avenue, Brooklyn, N. Y., the unit may be had in two-tone colors of various combinations. The lighter is 3½ in. high and has an automatic "spring-back" switch mechanism. The Nichrome unit at the top can be replaced like an ordinary plug fuse. The outfit is complete with 5-ft. silk cord and 2-piece attachment plug. Intended list price, \$1.25.

The replaceable unit made by this company is adaptable to any cigar lighter with standard socket screw shell and screws in like any ordinary fuse. For use on 110-volt circuits. Intended list price, 50c.—*Electrical Merchandising*, October, 1927.



## Turn-Over Toaster

For those who prefer a dignified, simple and attractive design in a toaster, the Edison Electric Appliance Company, 5600 West Taylor Street, Chicago, has a new turn-over toaster, the "Tranon." The toast is turned by merely lowering the sides. It is finished in polished nickel with decorative piercing in top and sides. Open coil heating unit. It is rated at 625 watts. Intended retail price, \$6.—*Electrical Merchandising*, October, 1927.



## Portable Wall Light

"Light where you want it" is easily provided by the new "Porta" light brought out by the Lightolier Company, 569 Broadway, New York City.

The "Porta" is an attractive wall bracket in portable form and is designed for use as a bed light, hung on the wall above the bed, or as a sewing or reading or telephone light, as it can be hung on the wall by an ordinary wall push pin, or over the back of the bed or chair by means of a wire arm.

It comes in three finishes—antique gold with gold-lined tangerine silk shade, in glazed parchment with old rose silk shade or in apple green with orchid lined peach silk shade. The intended retail price, complete, is \$7.85.—*Electrical Merchandising*, October, 1927.



## Radio or Piano Lamp

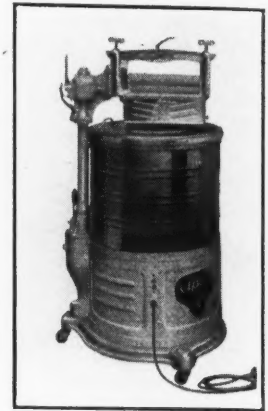
During the long evenings now on their way, people again turn to radio and piano, usually abandoned during the warm outdoor season. For radio or piano use, an attractive and serviceable light is offered by S. Robert Schwartz & Bro., 546 Broadway, New York City. The lamp, known as No. 1407, is finished in bronze with metal parabola shade, 6 in. in diameter. The metal base is 5½ in. in diameter. The maximum extension of the lamp is 20½ in. Intended retail price, \$3.50.—*Electrical Merchandising*, October, 1927.



## Trickle Charger

The new "Rectox" trickle charger of the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., is a dry type rectifier used for charging the "A" batteries of radio sets.

The charger consists of a two winding transformer which steps the voltage down from 115 volts to about 17 volts; and a stack of copper oxide rectifying elements which convert the alternating current into direct current. The maximum charging rate of the new charger is ¾ amp. to a 6-volt lead acid type storage battery, but it is also provided with a tap so that a charging rate of .4 amp may be obtained. The standard outfit is designed for operation on 115 volts, 50-60 cycle circuits. A special design is furnished for 25 cycle circuits.—*Electrical Merchandising*, October, 1927.



## Gyrtor-Type Washer

Washing action is accomplished in the "Apex" gyrtor-type washer by an aluminum agitator which is equipped with a large and a small vane. The larger vane, it is explained, pushes the clothes forward in a circular direction about the tub, meeting the action of the smaller vane half way round. The small vane breaks up the circular motion of clothes, throws them upward and prevents twisting and snarling about the center.

The tub is of heavy copper, nickel-plated inside. The all-aluminum wringer has double drain-board, soft rubber rolls and graphite bronze, oil-impregnated bearings. \$155. Apex Electrical Manufacturing Company, Cleveland, Ohio.—*Electrical Merchandising*, October, 1927.

## Decorative Switch Plates

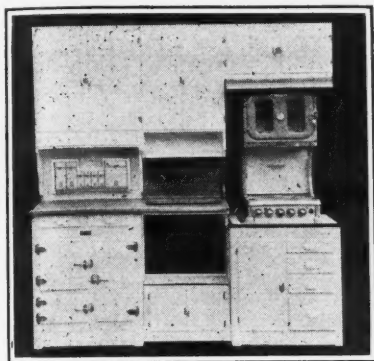
Decorative switch plates to harmonize with interior furnishings are made by the Liberty Art Craft Studio, 4903 Cottage Grove Avenue, Chicago. The plates can be had with ivory, black, blue or beige background with bird or floral decorations. The plates are available in single or double switch types, with slots for push button or toggle switches. The intended retail price of the single plate is about \$1 and the double plate about \$1.50.—*Electrical Merchandising*, October, 1927.

## Blackboard Eraser Cleaner

Hygienic cleaning of blackboard erasers is provided by the "Little Giant" electric cleaner of the James Lynn Company, 14 East Jackson Boulevard, Chicago. The device is operated by a universal motor and is made for use on all currents. Weighs but 8 lb. Intended retail price, \$32.50.—*Electrical Merchandising*, October, 1927.

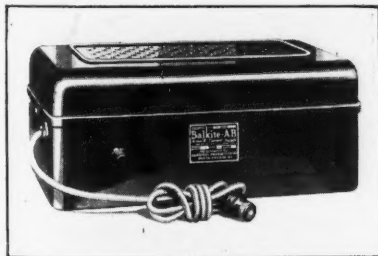


# Latest Developments Gathered by the Editors



## Kitchenette-Unit

The Wasmuth-Endicott Company, Andrews, Ind., is marketing an entire kitchenette assemblage in which are included a kitchen cabinet top with complete condiment set, a refrigerator, sink and electric range. The unit above the sink has a porcelain tray over the sink splash and the unit under the sink has a porcelain top. The worktable over the refrigerator has a laminated maple top which forms a drain and counter for the flat-rimmed sink. On the right is a complete 30-in. kitchen cabinet base with an electric range. The approximate retail price of the assemblage, including electric range and cabinet work is about \$280.—*Electrical Merchandising*, October, 1927.



## A and B-Power Units

The Fansteel Products Co., Inc., North Chicago, Ill., recently placed on the market several new types of A and B power units. Model 6, which is an A unit having a rated output of 6 volts, 2 amp., operates on 110-volt, 60-cycle current, and has an intended retail price of \$35. Model 6-135 is an AB unit which has a rated output of 6 volts, 2 amp. A current and 135 volts at 40 millamp. B current. This also operates on 110 volt, 60-cycle current and has an intended retail price of approximately \$75. Model 6-180 is an AB unit with a rated output of 6 volts, 2 amp. and 180 volts at 55 millamp. and is also designed for 110 volt, 60-cycle operation. The intended retail price is \$75. Another model is B-180, has an output of 55 millamps. at 180 volts and the intended retail price is \$39.50. Model B-135 has an output of 40 millamp. at 135 volts, and the intended retail price is \$32.50. Model B-W is for sets using 5 tubes or less. Intended retail price \$22.50. This model can also be had for 25-40-cycle operation.—*Electrical Merchandising*, October, 1927.

## Doughnut Baker

Doughnuts may be baked as easily as waffles in the new doughnut baker brought out by the Electrahot Manufacturing Company, Minneapolis, Minn. The operating principle of the "Donut Maker" is the same as that of the waffle iron, with a capacity of four doughnuts. The baker has cast aluminum baking surface and nickel finish.—*Electrical Merchandising*, October, 1927.

## AB-Power Units

The Philadelphia Storage Battery Company, Philadelphia, Pa., announces two new Philco AB-power units for sets up to and including six tubes, using the '12 or '71 power tubes. Two additional AB-units have been added for sets containing six to ten tubes, including either the '12 or the '71 power tubes. Each of the new units has relay control.

The Philco AB-656 contains the improved and guaranteed AA Philcotron rectifier. The AB-356 contains a dry rectifier which will deliver a minimum of 10,000 charging hours on low rate; 6,000 on medium and 3,500 on high rate and which is definitely guaranteed for 3,500 charging hours. Each of these units is equipped with the new Philco current economizer which allows the user to adjust the charging rate to the lowest point of current consumption that will keep the battery charged. Both of these power units have the typewriter case construction, which permits the top and sides to be lifted off, making all parts easily accessible.

For 6- to 10-tube sets, the Philco AB-686 contains the guaranteed Philcotron electrolytic AA rectifier. The AB-386 has a dry A rectifier. Both contain a UD-96 battery, of increased capacity.—*Electrical Merchandising*, October, 1927.

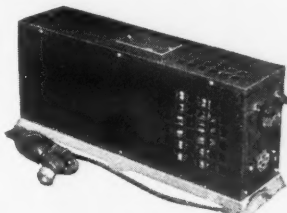


## A-Power Unit with Dry Rectifier

The Vesta Battery Corporation, 210 Indiana Avenue, Chicago, Ill., now manufactures an A-power unit which utilizes a dry rectifier. This rectifier is made under the Vertrex patent. A switch provides a high charging rate of 1½ amp. and a low rate of ½ amp. The unit may be had with or without an automatic relay. The 4-volt, 50 ampere size without relay retails at \$28, with relay \$33. The 6-volt size, without relay is \$32.50, with relay \$37.50.—*Electrical Merchandising*, October, 1927.

## A-Power Supply Unit

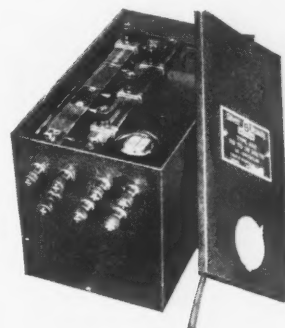
An A-power supply unit incorporating a dry rectifier is being made by the Triple-A-Specialty Co., 312 S. Hamilton Ave., Chicago, Ill. It is designed for 110 volt, 60 cycle operation and comes in two 6-volt sizes, one for 2 amp. output, the other for 3 amp. output, with intended retail prices of \$39.50 and \$43.50 respectively. A 4-volt ½ amp. size has an intended retail price of \$39.50.—*Electrical Merchandising*, October, 1927.



## "A" Power and "B" Power Units

The Yale Electric Corporation, Brooklyn, N. Y., is announcing two new electric radio power units for a.c. rectification. The "A" unit comprises a 50-amp. storage battery and an 0.8 amp. hr. charger. When the radio set is turned off the patented dry disc rectifier automatically delivers 0.8 amp. current to the storage battery until it is fully charged. Then it automatically cuts off all power. The charger is a complete unit and is housed in a hard rubber sealed compartment. The charger and battery are installed in one unit, a paneled and ribbed hard rubber container, finished in a mottled mahogany effect, with cover, handle and 6-ft. extension cord with double socket plug. The dimensions over all are 5½ x 10½ by 8½ in. Intended list price, \$36.

Two models of "B" unit are offered—BP-135 for sets with four, five or six tubes, where from 90 to 150 volts are required. This unit gives 135 volts at a 20-millamp. draw. Model BP-180 is designed for sets with six or more tubes using 135 to 200 volts. This unit is made to develop 180 volts at a 50 millamp. output. Both units are equipped with the necessary voltage taps as well as the selector switch which enables the user to obtain the variable voltages required for efficient operation. Each is built into the same size container to match the Yale "A" power unit. The "B" units are listed at \$38 for BP-135 and \$43 for BP-180.—*Electrical Merchandising*, October, 1927.

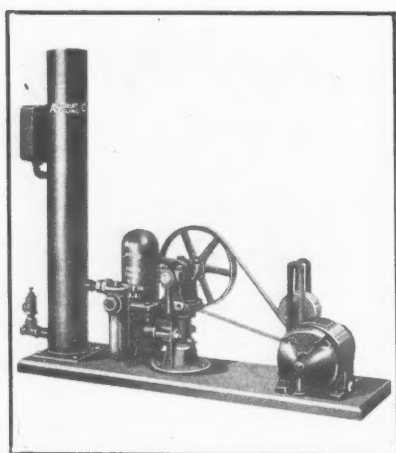


## B-C-Power Unit

The illustrated power unit is the latest development of the Triple-A-Specialty Co., 312 S. Hamilton Ave., Chicago, Ill. It is equipped with wire wound resistances made so that they can be adjusted for any particular type of set the unit is used with, all adjustments being made within the unit. It is designed for operation on 110 volt, 60 cycle current and has an output of 40 millamp. at 180 volts. The detector voltage is 20 to 60, intermediate 60 to 90, amplifier 90 to 112 and full power 135 to 180. C-battery voltage of 0 to 45 volt is also furnished. Overall dimensions 10½-in. x 5½-in. x 6½-in. Intended retail price \$45.—*Electrical Merchandising*, October, 1927.



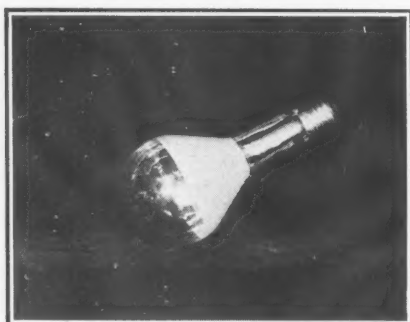
# Latest Developments Gathered by the Editors



## Electric Water System

Suitable for use in homes, farms, cottages, etc., where a storage supply of water is not desired, is the new W-4 electric driven pumping outfit of Goulds Pumps, Inc., Seneca Falls, N. Y.

The pumping outfit is designed for use where fresh water is desired direct from the well to the faucet. The tank is not intended for storage but acts as a cushioning chamber to protect the automatic pressure regulator from shocks. No storage tank is required. The outfit can be operated from a farm lighting plant or from central station current. It is made in one size only, 210 gal. per hour, and is good for suction lifts up to 22 ft. Supplied with  $\frac{1}{4}$ -hp. motor. — *Electrical Merchandising*, October, 1927.



## Lamp That Carries Its Own Reflector

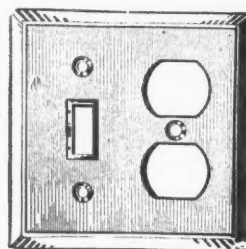
The new "Spraylite" lamp announced by the Silvray Company, Inc., 55 West 16th Street, New York City, consists of a standard lamp having a permanent reflector silvered directly upon it in such fashion as to effectively replace the use of auxiliary reflectors such as are now used in window lighting, stage lighting and similar applications. A feature of this new unit, the company points out, is the elimination of maintenance, since dust cannot reach the reflector.

The most significant use to which the "Spraylite" lamp is being put is in commercial buildings where lighting units of the semi-indirect type are used. In these installations, the company states that current consumption can be reduced from 25 to 33 per cent without making any change in the fixtures installed. It is claimed that the lower-wattage "Spraylite" lamps will deliver more light on the working surface than the larger lamps they replace. The new lamp is also said to effectively eliminate all ceiling shadows caused by reflected light thrown back by the bowl and to deliver a much whiter light than the standard lamp due to color-correction in the silvering of the lamp. — *Electrical Merchandising*, October, 1927.

## Bakelite Wall Plates

George Richards & Company, 557 West Monroe Street, Chicago, has placed on the market a line of "Hemco" bakelite wall plates. Additions to this line have been made steadily until, with the recent addition of the combination duplex receptacle with single gang toggle plate and the combination single receptacle with single gang toggle plate, the line is now complete.

The combination plates are molded of bakelite as are the other plates in the "Hemco" line. The new rich satin finish of these combinations has been molded into the surface, retaining the natural luster of the bakelite and producing a plate that will not finger-mark, tarnish or fade in ordinary usage. — *Electrical Merchandising*, October, 1927.

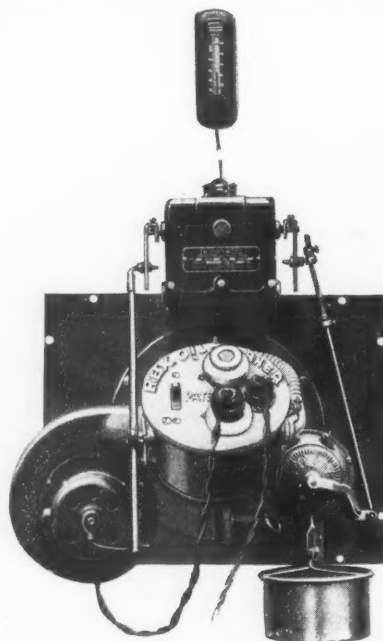


## Oil Burner

As simple in operation as any of the wall outlet or lighting circuit household appliances is a new "Rex" automatic oil burner, brought out by the Pascoe Company, 800 North Clark Street, Chicago. This new burner has but one moving part, a standard, 1/30-hp. motor. No electrical connection is required for its installation beyond plugging into any convenient outlet.

The "Rex" burner is made up of a number of standard, detachable units to make service a simple matter. Being built on the carburetor principle, the burner is easily adjusted, it is pointed out, so as to get the proper ratio of oil and air for perfect combustion on high or low flame settings. These adjustments are entirely automatic.

The burner fits all types of heating plants. It is also designed for use as a water heater for homes, hotels and apartment houses. Intended price, \$285. The manual-controlled burner is \$175. — *Electrical Merchandising*, October, 1927.



## Sandwich Toaster

By reason of its adjustable top, either single slices of bread or thick sandwiches may be toasted in the new electric sandwich toaster brought out by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio.

This new toaster operates from the ordinary lighting circuit and consumes but 600 watts. It is designed to toast a sandwich to a delicious brown in about two minutes and its small size makes it particularly desirable for counter use. The toaster is furnished with cord and plug and two-heat switch. — *Electrical Merchandising*, October, 1927.

## Automatic Safety Iron

In the new "Capitol" automatic safety iron just brought out by the Barnett Foundry & Machine Company, Irvington, N. J., current is consumed only when the iron is in actual use. A touch of the thumb on a button regulates the iron, which may be made as hot or as cool as desired. When the thumb button is held down, the iron heats; releasing the button automatically turns off the current and the iron starts to cool. When the iron is stood on end the current may be either on or off. If the thumb button is pressed down when in this position the heat stays on until button is released. Only in this "on end" position, however, can the current be left on. In any other position the thumb button automatically releases itself and turns off the current when pressure is removed.

Another feature of the iron is the cord connection which enters at the side instead of at the back, keeping the cord out of the user's way. There are no plugs or posts in the body of the iron, all connections being permanent in rigid switch box. Intended retail price of the iron, \$7.50. — *Electrical Merchandising*, October, 1927.

## Mazda Auto Lamp Prices Reduced

Reduced prices, effective October first, are announced by the Mazda lamp manufacturers on the six most popular types of Mazda automobile lamps, which comprise about 80 per cent of the demand.

"The reduction comes about as a result of a co-operative standardization program, on the part of the lamp manufacturers and automotive manufacturers, which has resulted in concentrating the demand upon comparatively few lamps," the company announces. This standardization has made possible mass production of a few types, resulting in savings to the manufacturers and to dealers and consumers, in the form of lower prices. — *Electrical Merchandising*, October, 1927.

# Gifts That Will Attract Christmas Shoppers



## Cleaner With Motor-Driven Brush

In the new popular-priced "Brush-Vac" cleaner just announced by the M. S. Wright Company, Worcester, Mass., a motor-driven brush in combination with powerful suction is employed. This principle, the company points out, has heretofore been found only in the higher priced cleaners. The new cleaner is finished in maroon, nickel and black. Intended retail price, \$44.50, with attachments at \$5 per set. The new machine, the manufacturer declares, is of high quality materials and workmanship, the reduction in price coming through volume and lessened selling expense.—*Electrical Merchandising*, October, 1927.



## New "Buss" Light

Announcement is made by the Bussman Manufacturing Company, St. Louis, Mo., of a new "Buss" light. This new light is decorative as well as practical and is designed to give light where needed,—for sewing, reading, writing, playing cards, operating a radio or any similar use.

The light is provided with a ball-and-socket joint, enabling the user to throw its rays in any direction and at any angle. Simply by twirling the plate on the base of the lamp, it may be clamped to the bed, mirror, chair arm, card table, music rack, etc. It may be quickly converted into a wall lamp. A slot in the base affords a means for fastening it firmly against the wall as though it were a permanent fixture. The base is finished in ivory or bronze. The shade is of parchment, with choice of four floral decorations, done by a special process in oil paint. In each of the four designs, an opaque background of jet black is used and the shade itself is edged with gold and black braid. Intended retail price, \$3.—*Electrical Merchandising*, October, 1927.

## Electric Control for Gas Water Heater

After a thorough trial in Rochester, N. Y., where two thousand outfits have been installed with great satisfaction to users, the Gas-Gard Company, 375 Main Street East, Rochester, N. Y., announces that it is now offering the "Gas-Gard" water heater control in the east.

With this control device, the gas water heater may be turned on or off from the bathroom, kitchen, laundry or any other room in the house in which the switch is placed. A small red indicator light in the switch plate reminds the user that the heater is in operation.

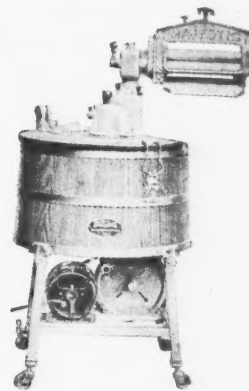
The adjustable thermostat can be set for any amount of hot water required and when that amount is heated, will shut off the gas automatically. The "Gas-Gard" control operates from the ordinary house current and may be used with any type of gas water heater.—*Electrical Merchandising*, October, 1927.



## Egg Cooker

By means of a new "Egg-ett" device brought out by the Hanksraft Company, 615 East Washington Avenue, Madison, Wis., an egg may be cooked right at the breakfast table easily and quickly. With this new device, the egg is placed in the holder, a teaspoon of water is poured into the top and the entire device covered with an ordinary drinking glass. The water steams instantly and cooks the egg. When the water has boiled out, the egg is done and the electricity is automatically cut off. The cooking time of the egg is determined by the amount of water used,—one teaspoon for a soft-boiled and two teaspoons for a medium-boiled egg.

There are no hot wire coils to burn out, the manufacturer explains, and the current is automatically cut off when the water boils out and the egg is cooked.—*Electrical Merchandising*, October, 1927.



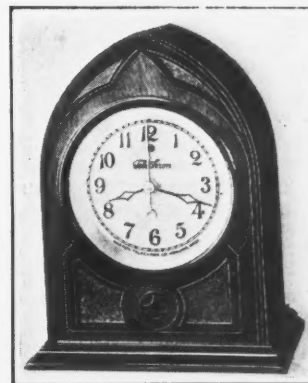
## Dolly-Type Washer

In the "Majestic" washer offered by the Richmond Cedar Works, Richmond, Va., the tub is of wood, of Virginia white cedar, corrugated on the inside and mahoganyized and varnished outside.

The "dolly" is made of aluminum. It twirls first one way and then the other, forcing the water through the fabric of the clothes. The top of the tub may be raised without stopping the dolly or wringer. The wringer is aluminum, cast in one piece, with brass safety-trip at the top and detachable aluminum drain-board. The machine is made to sell for less than \$100.—*Electrical Merchandising*, October, 1927.

## Cylinder-Type Washer

Offered in the Apex line is a cylinder-type washer, equipped with standard, all-aluminum cylinder. Hundreds of small washing cups in the cylinder gently rub the clothes being washed. The cylinder revolves 6½ times and automatically reverses. The tank is of heavy copper, nickel-plated on the inside and is fully protected by paneling on all sides. All gears and working parts are enclosed. Intended retail price, \$160. Apex Electrical Manufacturing Company, Cleveland, Ohio.—*Electrical Merchandising*, October, 1927.



## Electric Clock With Bakelite Case

The Warren Telechron Company, Ashland, Mass., is offering a new number in its line of electric clocks. The new clock, cataloged as No. 355 Cathedral Telechron, has bakelite case in walnut finish. Intended retail price, \$25.—*Electrical Merchandising*, October, 1927.

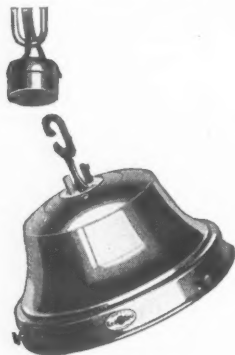
# Recent Developments in the Electrical Field

## Hangers For Commercial Lighting Service

Six units of the standard "Red Spot" line of hangers for commercial lighting service are now available, equipped with the Diple connector socket, announces the manufacturer, the F. W. Wakefield Brass Company, Vermilion, Ohio.

The new device is, in effect, a combination socket, separable plug and fixture hook and the connector body is wired to circuit in a position just below the last link of the chain. To hang the unit, the flat hook passes through a slot in the connector body and is hooked to the chain, after which the connector is pressed onto the lugs, completing the circuit.

The advantages claimed for the device are that it greatly facilitates the maintenance of commercial lighting equipment, reducing maintenance costs and at the same time minimizing the annoyance usually incident to relamping and globe cleaning. With the Diple connector, a dirty unit or one which has suffered a burn-out may be detached and a clean, freshly-lamped unit immediately attached in its place, the unit which has been removed being then taken away and cleaned. Cleaning and relamping are therefore done in a convenient location, at a working level and with all facilities handy.—*Electrical Merchandising*, October, 1927.



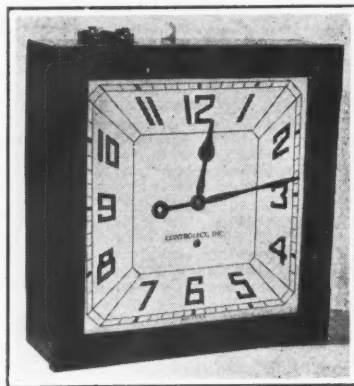
## Solderless Connector

The Rodale Manufacturing Company, Inc., 200 Hudson Street, New York City, has brought out a new solderless connector for fixtures and miscellaneous wiring. It is a time-saving device, designed to connect wires for lighting fixtures, motor leads up to 4 hp., Condulet fittings, junction boxes and countless other uses. It does away with the use of a blow torch and makes connections without soldering. The company declares the new connector is the only fixture connector offered which connects two or more wires by means of one screw. It is approved by the Underwriters.—*Electrical Merchandising*, October, 1927.



## Reduction of General Electric Battery Chargers

Price reductions in battery chargers have been announced by the Merchandise Department of the General Electric Company, Bridgeport, Conn. Effective September 1, the 2-amp. "Tungar" will be \$14 instead of \$18. The 5-amp. "Tungar" will be \$24 instead of \$28 and the "Tungar" trickle charger will be \$10 instead of \$12.—*Electrical Merchandising*, October, 1927.



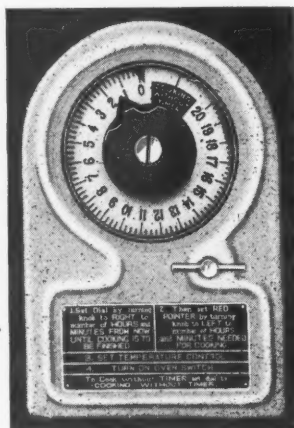
## Single Magnet Secondary Clock

Operation of the new electric clock designed by Controlect, Inc., 661 Astor Court Building, New York City, depends chiefly upon the movement of a single wheel. The clock is controlled by a master clock which gives an impulse every minute, energizing a single magnet which, in turn, operates the hands of the clock. The construction of the clock is such that it cannot gain or lose time in working, the manufacturer declares, and would not be inclined by temperature or vibration. As there is constant vibration in a large manufacturing plant, which gives trouble to a clock system, the new movement is locked at all times by means of a lever, pawl and stop.

The secondary clocks can be installed anywhere and as many as desired may be controlled by one master clock. The new movement may be installed in any type of clock, whether modern or antique and connected with the master clock by either single or double wiring system. It can replace any other existing secondary movement in any clock without any additional alteration or expense in wiring.—*Electrical Merchandising*, October, 1927.

## Range Timer

The Hart Manufacturing Company, Hartford, Conn., has brought out a new electric range timer with white vitrified enamel cover. The new timer is made to harmonize with white enamel and porcelain ranges now on the market.—*Electrical Merchandising*, October, 1927.

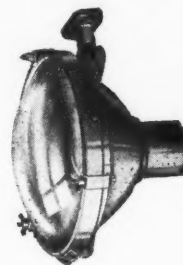


## Floodlighting Projector

A recent product of Curtis Lighting, Inc., 1119 West Jackson Boulevard, Chicago, is its new 250-watt floodlighting projector, the X-Ray "Star" No. 25. This projector is an extra heavy steel unit finished with an electrolytic coating of Udylite. Projector No. 205 is a copper unit of the same construction.

This new projector, it is explained, has a simple, positive focusing device, double control base with universal adjustment, bronze cover fasteners, and a deep-bowed, heat-resisting cover glass. The cover is pressed into a cork gasket in the housing, making it watertight in any position.

Either concentrating or distributing type X-Ray reflectors are available for both steel and copper projectors. The projector is 13 in. diameter, 12 in. deep and 16 1/2 in. high. For varied colored or white lighting effects, ruby, amber, blue and green color lenses or a white diffusing lens may be attached inside the cover glass. A control ring for cutting down spill light and confining the light to a narrow beam may also be attached inside the cover glass without interfering with color equipment.—*Electrical Merchandising*, October, 1927.



## Color Hood Holder for Color Lighting

For use in connection with "Reco" color hoods the Reynolds Electric Company, 2650 West Congress Street, Chicago, Ill., has placed on the market its new color hood holder. The advantages of this new holder, the company points out, are that the lamp is protected from dust and dirt and the matter of cleaning is simplified. Also, the hood holder prevents the white light from escaping through the end of the hood.

The holder is made of non-corrosive metal and is designed for use with both the screw and flush types of receptacles, for three sizes of hoods: SF14, AF19 and AF21. The hoods are furnished in six standard colors,—ruby, green, canary, amber, blue and opal and in three sizes.—*Electrical Merchandising*, October, 1927.



## Price Reduction in "Simplex" Heaters

The Simplex Electric Heating Company, 85 Sidney Street, Cambridge, Mass., is announcing a price reduction on its "Sunbowl" heaters. The new prices are as follows: "Sunbowl Jr." No. 96, \$4.75; No. 97, \$7; No. 98, \$7.50; No. 92, "Sunbowl De Luxe," \$8.50.—*Electrical Merchandising*, October, 1927.



# Manufacturers' "Dealer Helps"

*Show window, counter, mail advertising and specialty aids offered to help the dealer get more business*

## Electricity on the Farm

That the farm electrical era is just beginning and that the surface of the possibilities of farm electrification has not yet been scratched is pointed out in a new and comprehensive booklet, "Electricity, the Pathway of Prosperity," issued by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa.

The book is a veritable treatise on electricity for farm use and in text and illustration indicates the many applications for electrical service in farming communities. Since its formation, the National Committee on the Relation of Electricity to Agriculture has been carrying on investigations, building experimental lines and connecting up farms to ascertain if electricity can be applied to agriculture in such manner that it will pay its own way by increasing the farmer's income and reducing his labor expense. Reports reprinted in the book give interesting testimony on the way electricity is helping its users make more money.

The chapters included in the book are "Electrification Pays," "General Farm Electrification," "The Electrical Dairy Farm," "Making Poultry Pay with Electricity," "Making Farm Life Better," "Economics of Farm Electrification," "The Right Size of a Motor to Use," and "Cost of Operation of Electrical Apparatus."

THE BEARDSLEE CHANDELIER MANUFACTURING COMPANY, 216 South Jefferson Street, Chicago, is distributing a new edition of its Twenty-four Hour Shipment Catalog, Catalog S8, replacing Catalog S7 issued in 1925. This new catalog describes and illustrates several hundred chandeliers, brackets and lanterns, any of which can be shipped within twenty-four hours, or less, after receipt of order. Many new designs are shown.



*Two of the many uses to which electricity may be put on the farm—the grading of apples and the small pan and light which is a method devised to catch moths. The electric light attracts the insects and they are caught in the pan of oil.*

THE F. W. WAKEFIELD BRASS COMPANY, Vermilion, Ohio, has issued a new photographic data sheet covering hotel lighting specialties, including several types of bedlights, a sidewall adjustable reading light and totally-enclosing semi-indirect ceiling unit.

THE ARROW ELECTRIC COMPANY, Hartford, Conn., is offering a sample board to display its interchangeable porcelain fittings.

SUPERIOR ICELESS REFRIGERATION, INC., Canton, Ohio, has issued a new folder "Everlasting," on Superior refrigeration.

## Hoover Inaugurates Weekly Radio Program

From Station WEAJ, New York, and a chain of twenty-one stations located east of Colorado, the Hoover Company, North Canton, Ohio, will broadcast a novel program weekly, on Thursday night from 8:30 to 9. Not only is the size of the hook-up noteworthy, but the program as well. The entertainment consists of a feature which, it is declared, has never before been used—a quartette of quartettes, vocal and brass, string and wind instruments.

## Sowing the Seed for an "Electrical" Christmas



Give her a  
**ROYAL**  
Make her happy

CLEANS · POLISHES · GETS INTO CORNERS

**SMITH & JONES**  
746 WALNUT ST.

"Does More"

*Illustrated is a Christmas billboard poster on the "Royal" cleaner. The P. A. Geier Company, Cleveland, is offering its dealers a proposition whereby the company pays half the cost of billboard space in addition to paying the whole cost of "paper," imprinting and all incidental expenses. The new floor-waxing and polishing attachment for the "Royal" cleaner is emphasized in the posters as in the company's national and trade advertisements.*

THE RADIO CORPORATION OF AMERICA, Woolworth Building, New York City, is offering a series of display material in its "Nickel-a-Day" Art Display Service. Every month each subscriber receives three new posters. With the first set of displays, the dealer receives three black wooden frames, equipped with easels, to hold the displays. There is no extra charge for these frames, as they are included for the "Nickel-a-Day" or \$18 per year. RCA authorized dealers may now subscribe to this service through their radio distributors, and will be billed by the distributor in the regular way.

THE MALLEABLE IRON RANGE COMPANY, Beaver Dam, Wis., has issued its Oven Canning Supplement of the Monarch Electric Cook Book, prepared by the company's Home Service department. The Supplement contains, in addition to directions for canning in the electric range oven, a double page of pasters for the jars of canned fruits and vegetables. The Monarch Cook Book is presented by the Home Service department to every purchaser of a Monarch electric range.

# N E W S

## of the Electrical Trade

### S.E.D. Plans Year and Appoints Directors at Annual Meeting

At the annual meeting of the Society for Electrical Development, held in New York, September 13, the special committee of directors appointed in June, consisting of Howard T. Sands, chairman; Gerard Swope, George E. Cullinan, James R. Strong, J. E. North and Earl Whitehorse, made its report with respect to officers, management and future plan of work. W. W. Freeman was again chosen as president and the following five men elected vice-presidents: George E. Cullinan, Gerard Swope, C. L. Chamblin, J. E. North and Howard T. Sands.

The plan of the reconstructed society provides for an enlarged executive committee of twelve of the directors, of which number four are to be the managing directors from the four major national associations. The following executive committee was appointed:

C. L. Edgar, chairman, president of the Edison Electric Illuminating Company; L. W. Davis, managing director, Association of Electragists; D. C. Birdsell, Decorative Lamp & Shade Company; George E. Cullinan, vice-president, Graybar Electric Company; J. E. North, chairman, League Council; Paul S. Clapp, managing director, National Electric Light Association; S. L. Nicholson, acting vice-president, Westinghouse Electric & Manufacturing Company; A. E. Waller, managing director, National Electrical Manufacturers' Association; Frank S. Price, president, Pettingell-Andrews Company; James R. Strong, president, Tucker Electrical Construction Company; James H. McGraw, president, McGraw-Hill Company, Inc.; C. A. Ward, president, Ward Motor Vehicle Company.

Kenneth A. McIntyre, who since January, has been in charge of the staff in an acting capacity was appointed managing director by a unanimous vote of the executive committee.

The executive committee gave consideration at length to the society's program of work for the future. Working committees were authorized to deal with major activities and to report back to the society in detail at an early date and working committees are to be made up of representatives from the several branches of the industry to deal with the promotion of the National Red Seal Plan, league and field service, news service and advertising and codes and ordinances.

During the meeting a special committee was also appointed consisting of the five vice-presidents of the Society and C. L. Edgar as chairman, to "proffer the good offices of the Society and to sit in with the proposed industry sales conference and also to have consideration given to the matter of a national rewiring and relighting activity."

At the members meeting, the following directors were elected:

To represent Central-Station Group:

H. T. Sands, president, N.E.L.A.; J. E. Davidson, chairman, National Commercial Section, N.E.L.A.; Paul S. Clapp, managing director, N.E.L.A.; W. W. Freeman, Charles L. Edgar and John F. Gilchrist.

To represent Manufacturer Group: Gerard Swope, president, N.E.M.A.; A. E. Waller, managing director, N.E.M.A.; S. L. Nicholson, N.E.M.A.; W. E. Sprackling, Fred R. Farmer and H. B. Crouse.

To represent Jobber Group: G. E. Cullinan, chairman, executive committee, N.S.J.A.; Frank S. Price, E.S.J.A.; O.

### Directs S.E.D.



Kenneth A. McIntyre, who has been named managing director of the Society for Electrical Development. Mr. McIntyre has been in temporary charge of the Society's staff operations since January.

Fred Rost, B. E. Finddane, W. I. Bickford.

To represent Contractor-Dealer Group: Laurance W. Davis, general manager, A.E.I.; W. Creighton Post, A.E.I.; James R. Strong, Joseph A. Fowler, C. M. Beltzhoover.

To represent At-Large Group: J. Robert Crouse, James H. McGraw and C. A. Ward. J. E. North, chairman League council, H. A. Brooks, R. Bourke Corcoran and David C. Birdsell were elected to represent local electrical leagues.

### N.E.L.A. Appoints Commercial Director

The executive committee of the National Electric Light Association, meeting in Chicago on Wednesday, September 21, voted to create the office of Commercial director

in national headquarters to be occupied by a man whose duty might be stated as the dissemination of sales information to and the arousing of sales enthusiasm in member companies through the channels of the existing geographical divisions and state commercial committee organizations. The need for such an agency has been keenly felt in the last few years as appreciation of the commercial factor in the electricity supply business has grown.

The arguments of J. E. Davidson, chairman of the commercial national section for the creation of the office were seconded by Gerard Swope, president of the General Electric Company. The committee also announced that the next convention of the N.E.L.A. would be held in Atlantic City, N. J., June 4 to 8, 1928.

### Illuminating Society Convention This Month

Members of the Illuminating Engineering Society will gather on October 11 at the Edgewater Beach Hotel, Chicago, for their twenty-first annual convention. The convention will be in progress until October 14th and the program planned is as follows: Tuesday, October 11, registration and the opening business session before noon. A papers session will be held at 2 p.m. and the president's reception and dance is scheduled that evening. Another papers session is scheduled for the morning of the 12th, followed by lunch at the Bob O'Link Golf Club and visits to various points of interest about town. In the evening there will be a business session followed by dancing.

Thursday, October 13, in the morning will be given over to the reading of papers under the auspices of the Lighting Service Committee and a parallel laboratory papers session. Two o'clock will bring a joint session with the National Committee for the Prevention of Blindness and there will be a banquet, entertainment and dance that evening. The last day, Friday the 14th, has been left open with the exception of a business meeting at 10 a.m. and a full program for the ladies throughout the entire convention period is promised.

R. H. GOODWILLIS was elected treasurer of the National Electrical Manufacturers' Association by the executive committee at its meeting on September 14, according to an announcement by Gerard Swope, president. Mr. Goodwillis, who is manager of the Otis Elevator Company, Yonkers, N. Y., succeeds J. W. Perry, formerly associated with the Johns-Manville Corporation. Mr. Perry has resigned from active business connections. I. A. Bennett of the National Metal Holding Company, Pittsburgh, takes his place as a member of the N.E.M.A. board of governors.





## Camp Cooperation VII— An Outstanding Meeting

CAMP Cooperation VII at Association Island, August 28-31, had many elements of outstanding interest and importance. The business session programs were unusually varied and complete, and the discussion following each of the program elements was pointed and constructive. Representation was also unusually broad—more than 200 conferees; five national associations; one state association and forty-four electrical leagues were represented, covering both the United States and Canada.

J. E. North, Chairman of the Business Sessions, opened the conference by calling on President W. W. Freeman to describe the plan of re-organization of The Society for Electrical Development. General approval of and assistance to the new set-up by the entire industry was bespoken in the persons of Gerard Swope, president of the National Electrical Manufacturers' Association, A. E. Waller, managing director of that association, Howard T. Sands, president, and Paul S. Clapp, managing director of the National Electric Light Association, O. Fred Rost, speaking for G. E. Cullinan, national chairman of the Electrical Supply Jobbers' Association and Laurence H. Davis, managing director representing C. L. Chamblin, president of the Association of Electricists, International.

The business sessions of the camp included prolonged discussion of the imperative need for an intensive marketing campaign on behalf of the trade. This thought received emphasis in a talk by Earl Whitehorse, associate editor of ELECTRICAL MERCHANDISING who pointed to the dwindling margin of virgin territory within reach of domestic electric service and noted how important, therefore, is the need for improving and modernizing wiring and equipment in homes already serviced. He drew the conclusion that sound time payments and energetic promotion work should obviate the chimerical saturation point for electric service and appliances.

Some heated discussion was evidenced when the proposed national refixturing campaign was brought up with the result that the conferees passed a resolution to the effect that refixturing on a national scale should be conducted as part of a general rewiring campaign supported by the national associations and clearing through The Society for Electrical Development.

The decision of Chairman J. E. North to establish a rotating chairmanship plan for the business sessions and his selection of five able parliamentarians to preside at the successive meetings was regarded, generally, to have been a judicious and impartial gesture of that very spirit that lends to the camp its flavor of goodwill, helpfulness and opportunity. Assisting Mr. North and occupying the chair in turn were: D. C. Birdsell, R. B. Corcoran, C. M. Beltzhoover, H. A. Brooks and Earl Whitehorse.

Pervading all meetings was the keynote struck by Mr. Freeman in his address at the opening forum when he pointed out that the electrical industry has a two-fold task ahead of it, namely, that, if the industry wants to dance it must pipe and pipe vigorously, for the day of automatic demand and easy business getting is over; secondly, that, as a great public servant, the electrical industry must be concerned not only with selling itself to the public but also with keeping itself sold.

Achievement of this two-fold purpose will be measurably encouraged and advanced now that the refinancing and reorganization of the society has been completed, Mr. Freeman said. He added that with a general wave of enthusiasm begat of this expression of confidence, there should follow a co-ordinated activity that will make possible an electrical renaissance.

WITH reference to progress made in the furtherance of the campaign for adequate home wiring, Bernard Badrian, Red Seal supervisor on the Society's staff, drew a comparison between all of the work done from the time Red Seal began until Camp Cooperation VI a year ago and the accomplishments between that camp and this one. A year ago, he said, thirty-two leagues reported operations in 846 communities covering a population of 16,500,000. Now forty-five leagues in 946 communities make Red Seal available to a population of 20,750,000.

J. H. Van Aernam of the Electric League of Pittsburgh discussed effective schemes for selling the Red Seal idea locally and presenting the plan to speculative builders and home owners. George Bakewell of the Rocky Mountain Electrical League discussed standardization of Red Seal specifications urging that they be simplified.

Closing the business sessions were talks by the following editors of trade publications: L. E. Moffatt, *Electrical Merchandising*; Frank Watts, *Electric Light and Power*; Stanley Dennis, *Electrical Record*; and S. B. Williams, *The Electricist*.

During meetings of the League Council J. E. North, President of the Electrical League of Cleveland was re-elected chairman and Earl Whitehorse, vice chairman of the Council. G. E. Jaquet of the Society staff will act as secretary. The chairman announced that a mid-winter meeting of the league officers and managers will be held at Chicago in January for the purpose of checking progress and discussing plans for future activities.

The following were elected to serve on the Council for the coming twelve-month:

District No. 1 (New England) J. J. Cadigan, Boston, Mass.; Roger A. Gordon, Pawtucket, R. I.

District No. 2 (Eastern) D. C. Birdsell, Philadelphia, Pa.; E. A. Roeser, Rochester, N. Y.; Earl Whitehorse, New York, N. Y.

District No. 3 (East Central) J. E. North, Cleveland, Ohio; P. G. Vondersmith, Cincinnati, Ohio.

District No. 4 (Middle Atlantic) H. A. Brooks, Washington, D. C.

District No. 5 (South Eastern) George T. Marchmont, Atlanta, Ga.; A. B. Collins, Birmingham, Ala.

District No. 6 (Great Lakes) R. Bourke Corcoran, Chicago, Ill.; P. R. Boole, Milwaukee, Wis.; T. M. Templeton, Detroit, Mich.

District No. 7 (North Central) John S. Hogan, Minneapolis, Minn.

District No. 8 (Middle West) A. E. Bettis, Kansas City, Mo.; Fred B. Adam, St. Louis, Mo.

District No. 9 (South Western) W. E. Clement, New Orleans, La.; C. W. Davis, Dallas, Texas.

District No. 10 (Rocky Mountain) John J. Cooper, Denver, Colo.

District No. 11 (North West) to be elected.

District No. 12 (Pacific Coast) P. H. Booth, Los Angeles, Cal.

District No. 13 (Canada) E. M. Ashworth, Toronto, Ont., Canada; J. G. Glassco, Winnipeg, Man., Canada; James Lightbody, Vancouver, B. C., Canada.

Despite the crowded business efforts of four days the camp was not without its ceremonies and playtime, and "the spirit of the Island" was in evidence from the beginning. Led off by flag raising exercises on Sunday, Walter Drew of *Forbes Magazine* made the address of welcome, and Mr. North acted as master of ceremonies, camp spirit quickly took shape under the able leadership of H. B. Kirkland, camp manager; J. H. Van Aernam, organizing spirit for picnics; L. T. "Doc" Souder, chairman of entertainment; S. A. Chase, reception committee, M. A. Curran in charge of sports, the Island police and the chairmen and members of the various sub-committees.



## N.E.L.A. Commercial National Section Meets in Chicago

On September 8th, the executive committee, Commercial National Section of the N.E.L.A. convened at the Edgewater Beach Hotel, Chicago.

Committee reports were as follows: "Commercial Cooking," chairman A. M. Lloyd; "Competitive Power," chairman H. W. Derry; "Customer Relations," C. L. Harold; "Domestic Electric Range," chairman A. B. Collins, who outlined his plan for the organization of sub-committees; "Electrical Advertising," C. J. Eaton; "General Merchandising," C. E. Greenwood; "Home Lighting," Chairman Davidson spoke for this committee in the absence of the Committee chairman, C. L. Dunn; "Industrial Heating," W. H. Sammis; "Lighting Service," handled by Mr. Monroe in the absence of chairman J. Daniels, chairman; "Promotional Rates," T. F. Kennedy; "Transportation," L. M. Branch; "Water Heating," W. C. McWhinney; and "Wiring," by chairman M. C. Huse. The reports of other committee chairmen were not available at this time.

It was finally determined that the next group meeting would not be held until somewhere around March, 1928, in Birmingham, Ala.

## Electrical Manufacturers Convene at Camp "NEMA"

One hundred and twenty-five executive members of the National Electrical Manufacturers' Association combined business with pleasure at their three day convention at Camp "NEMA," Association Island, N. Y., held early in September, just before the "Camp Cooperation" get-together outlined on the preceding page of this issue.

The organization of an Appliance Division was authorized to embrace the manufacture of domestic motor-driven and heating appliances during the convention. R. I. Russell was elected to the board of directors to succeed F. S. Hunting and Vice-president C. L. Collens, who presides over the Policy Division recommended the reorganization of the NEMA into two major divisions—commercial and technical, instead of the present Supply, Appliance and

Radio Divisions. His proposal remains under consideration.

A large group-photo of the delegates at the camp was taken during the three day session and this appears elsewhere on this page.

## Will Ask Congress to Authorize Business Survey by Census Bureau

Such great interest has been aroused in censuses of merchandise distribution in 17 cities this year that the National Committee on Distribution will be called together early in November to consider whether Congress shall be asked for an authorization for a complete national census of wholesale and retail sales, stocks, turnover, costs of merchandising and other factors.

In making this known, Secretary of Commerce Herbert Hoover pointed out that while business men generally appeared to believe there is much valuable information in the sample censuses made public for Baltimore, Syracuse, Denver and Fargo, this work has been done mainly by volunteers supplied by local organizations and that a complete national census of distribution by the Census Bureau through its own agents naturally would be more comprehensive.

Owen D. Young is chairman of the National Committee.

## Refrigeration Standards Committee Meets

At a conference of refrigeration interests held in Cleveland, Ohio, late this summer a "Simplified Practice Committee" was appointed. This committee held its first meeting at the office of George B. Bright in Detroit recently and considered the following design suggestions:

Standardization of dimensions of ice cakes and cuts.

Standardization and reduction in variety of size and location of hanger bolts.

Standardization of the size and location of tubing entrance holes.

Standardization and reduction in variety of widths of cabinets in domestic sizes.

After detailed and thorough discussion it was decided that individual members of the committee investigate the opinions of

FRANK C. WIGHT, editor of *Engineering News-Record*, who had served that journal and its predecessor, *Engineering News*, in an editorial capacity for twenty-one years, died at his home in Summit, New Jersey, Sept. 18. Mr. Wight had been ill for only a week with an infected throat, though the fatal illness followed shortly his return to his desk after a nervous breakdown.

Born in Washington, D. C., Feb. 26, 1882, Mr. Wight studied at Columbian (now George Washington) University, and later at Cornell, where he received the degree of Civil Engineer in 1904. After graduation he spent three years in the office of the engineer of bridges of the District of Columbia, his previous summer vacations having been spent in the District surveyor's office. While on the staff of the engineer of bridges he had important service in the design and construction of the Piney Branch and Anacostia bridges and of the great Connecticut Ave. viaduct over Rock Creek valley.

their particular branches of the industry on these questions and meet again when this information has been secured.

THE CUTLER-HAMMER MANUFACTURING COMPANY has moved its Cleveland office from the Guardian Trust Building to the Guarantee Title Building, Suite 1905. Visitors to the company's new office will find just about three times as much space to romp around in.

THE EDISON LAMP WORKS, Harrison, N. J., launched its fall merchandising campaign with a field day for its dealers and distributing agents at "Mazdabrook," the recreational grounds of the Incandescent Lamp Department of the General Electric Company. A number of buses carried a large portion of the nine hundred attending dealers from New York City to Mazdabrook. Upon arriving at Mazdabrook a merchandising meeting was held. Demonstrations and lectures were given on proper and improper ways of selling Edison Mazda Lamps and methods

## N.E.M.A. Policy Division at Association Island



of increasing lamp sales in general, were discussed. After the meeting a chicken dinner was enjoyed by all. A ball game, a golf tournament, tennis matches, athletic events and aquatic sports, followed the dinner.

**THE STANDARD ELECTRIC STOVE COMPANY** of Toledo, Ohio, held its annual sales meeting at the Commodore Perry Hotel, September 6, 7 and 8. In addition to addresses by officials of the company a number of addresses were delivered by electrical and merchandising specialists such as F. Blumer of Cleveland, speaking on the rural market for ranges, and Earl Hill of the McGraw-Hill Publishing Company, on "Merchandising Electric Ranges." Entertainment features of the convention were a theater party, a bowling tournament and a banquet.

**THE SPLITDORF - BETHLEHEM ELECTRICAL COMPANY**, Newark, N. J., has purchased the Perfection Appliance Company of Detroit, and according to Walter Rautenstrauch, president, will push the sale of the Perfection electric ironer with every available facility. Thomas J. Arbron, former president of Perfection, joins the Splitdorf organization as executive manager of his now subsidiary appliance company.

**THE ROBBINS & MYERS COMPANY**, Springfield, Ohio, is now headed by W. S. Quinlan of Cleveland, president, who succeeds F. S. Hunting. Mr. Hunting has been elected chairman of the board. C. A. Stirling, former New York district manager, has been appointed general sales manager of the company, with offices in New York, and his promotion shifts J. P. Lafferty of St. Louis to New York, as district manager; R. C. Decker of Cincinnati to the district manager's desk in St. Louis and C. W. Stoll, of the St. Louis office, to Dallas, Texas.

**THE UNITED STATES ELECTRIC CORPORATION**, radio manufacturer, has been formed in Chicago by the merger of the Apex Electric Manufacturing Company, the Sentinel Manufacturing Company, Slagle Radio Company, Case Electric Company and the Workrite Manufacturing Company. The merger brings to the new corporation license to manufacture under various patents owned by Westinghouse, General Electric, American Telephone and Telegraph, Latour Corporation, Hazeltine Corporation and Technidyne Corporation. Allan G. Messick is president of the new combine; Carl D. Boyd, vice-president; Paul K. Romey, secretary, and John T. Beatty, treasurer.

**THE TRUMBULL-VANDERPOOL ELECTRIC MANUFACTURING COMPANY** of Bantam, Conn., has juggled its sales personnel slightly. Mark Carroll, who has been representing the company in Connecticut has been taken off the road for his new position as sales engineer at the factory; Frank Bennett, formerly of the home office goes to the Chicago office and a valuable addition to the force has been made in the person of Neal Walsh, formerly of the A. R. McNally Company, who has been appointed district sales manager for Trumbull in Ohio.

**J. B. PRICE**, who has had a particularly wide and varied experience in motor applications, has been appointed manager of the Master Electric Company's Detroit, Michigan, branch office located at 89 E. Baltimore Street.

## Electrical Conventions and Shows Coming

Electrical Supply Jobbers' Association	Book-Cadillac Hotel, Detroit, Mich.	November 14-18
Illuminating Engineering Society	Edgewater Beach Hotel, Chicago, Ill.	October 11-14
National Association of Practical Refrigeration Engineers	San Francisco, Cal.	November 29-December 2
National Electric Light Association, Rocky Mountain Division	Broadmoor Hotel, Colorado Springs, Col.	October 17-20
National Electrical Credit Association	Philadelphia, Pa. New York, N. Y.	November 11-December 13
National Electrical Manufacturers Association, Apparatus Division	Briarcliff, N. Y.	October 24-27
Syracuse Electric and Radio Exposition	Syracuse, N. Y.	October 17-22

**PASS & SEYMOUR, INC.**, Syracuse, N. Y., has made several changes in its sales personnel. Calder C. Downie, in addition to managing the company's southern territory, is now also assistant to the general sales manager. He will make his headquarters in Syracuse. Carroll Schoen is a new addition to the southern sales force and Stanley D. Whitford, formerly in charge of New England sales has been transferred to Pittsburgh where he will take charge of that district of the company's Philadelphia territory. Alva D. Stein, with headquarters at 156 Purchase Street, Boston, is to represent the company in New England.

**THE CARBORUNDUM COMPANY** of Niagara Falls, N. Y., has purchased a controlling interest in the American Resistor Corporation of Milwaukee, Phila-

delphia and New York and will move its manufacturing facilities to Niagara Falls. The principal products of the American Resistor Company are non-metallic electrical heating elements which are marketed under the name "Globar." The new company will therefore be known as the Globar Corporation.

**THE LEONARD REFRIGERATOR COMPANY** of Grand Rapids, Mich., has just completed a \$1,500,000 addition to its factory, consisting of a new porcelain plant, warehouse, kiln and dimension cutting mill. 1,000,000 square feet is now available for manufacturing purposes as contrasted with the 650,000 available before the improvement of the property.

**THE AUTOVENT FAN & BLOWER COMPANY** opened its new plant at 1805-1827 North Kostner Avenue, Chicago, late in September with a house-warming party attended by many contractors and jobbers of the territory. "Joe" Truitt, president, officiated as master of ceremonies, assisted by Emil Ackerman, vice-president and "Ted" LeJeune, secretary-treasurer.

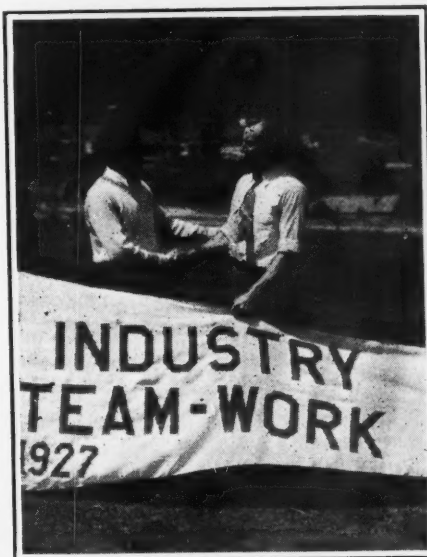
**THE WHIZ ELECTRIC COMPANY, INC.**, has removed its office from 793 Second Avenue, New York City, to larger quarters at 793 Second Avenue. The company's new location will be found much more convenient by customers desiring service.

**THE WADE ENGINEERING COMPANY** of Los Angeles, handling "Linc-Weld" motors and "Stable-Arc" welders made by the Lincoln Electric Company, has moved its northern office from Oakland to 533-539 Market Street, San Francisco.

**B. J. GOULD** has been appointed general sales manager of the Stowit Electric Washer Company division of the F. L. Smithe Machine Company, Inc., with offices at 22 West Twenty-third Street, New York City. "Stowit" is that little washer that "Stows" in a corner of the wash tub.

**LOREN EMERY**, merchandise sales manager of the International General Electric Company, has been appointed a member of the executive department and assigned to special duty in Mexico. He is succeeded as merchandise sales manager by R. A. Rowlands.

## Batting for Business



R. F. Doll (right) captain of the "Wild Birds" baseball team of the Southern California Electragists graciously receives the congratulations of Billy Knost, captain of the competitive team of "Wild Flowers," made up of members of other branches of the industry. The event was the annual convention of the California Electragists, Southern Division, held at Hotel Lebec on the Ridge route between Los Angeles and Bakersfield.



## The Leagues in Action

(Continued from page 99)

in Pittsburgh, is the organization of the women of the industry at Pittsburgh into an Electrical League of their own.

FROM Buffalo, New York, the Electrical League of the Niagara Frontier reports that as a result of the League's influence on Local Co-operation during the last year, a Contractor Section with a membership of some one hundred concerns has been organized. This section carries on activities usually undertaken by Contractor Associations elsewhere, but here they are carried on under the guidance of the League.

I also have a similar report from the Metropolitan Electrical League of Boston that they are out to establish a Contractors Section of 500 members, and the manager, Edward G. Jay, informs me that he has the assurance of the full support of the Association of Electragists International to help bring about that result.

From The Electrical League of Milwaukee comes the idea that the various branches co-operate in the construction of a miniature Red Seal Home which will be complete in every detail of furnishing and equipment, including the electrical fixtures. This model will be displayed not only in the Electric Shows, etc., but in the lobbies of public buildings and in the schools, before the student and Parent-Teachers Associations. The Milwaukee League also proposes to display this model before the Architects Society and meetings of the General Contractors and Speculative Builders. Although the Red Seal Home has become the standard of all that is good in domestic wiring and lighting, the presentation of such a home in this form is something new, and I am convinced that those viewing this exhibit will carry away with them a new electrical thought. Years ago I was told that I could believe only half of what I heard, but what I saw myself I could believe in its entirety. The Electrical League of Milwaukee should be complimented for this idea.

The following is a list of co-operative activities compiled from the records of various Leagues in the country:

1. A regular weekly release of electrical news items to the local press.

2. The presentation of radio electrical sales promotion talks and educational lectures.

3. Circular sales letters prepared by the League and available to League members.

4. Trade directory giving to the public the names and addresses of the different electrical companies in the League's territory.

5. Tell-you-where service. The existence of this service is advertised in the local papers giving the League's Secretary or Manager's name and address with an invitation for the public to call upon him for any information they may desire relative to things electrical in their territory.

6. Contact with architects and builders. No organization can carry on such a contact better than the Electrical League and League Managers and Secretaries should if they have not already done so acquaint the architects and builders with the fact that the Electrical League in their territory is in a position to render invaluable assistance along the lines of electrical installations. In this way the League often can discourage the installation of a cheap and inadequate wiring job.

I note that a few of the Leagues have what is known as a Speakers' Bureau. This division of the League work is organized for the spreading of the electrical idea by means of lectures to local clubs, lodges, Rotary, Kiwanis, Parent-Teachers' Associations, high school classes, and similar organizations. These lectures are presented by members of the various Leagues who have been trained along these lines.

7. Contact with the central station and access to the mailing list of their customers.

THE above are all co-operative undertakings that have been accomplished through the League's influence on Local Co-operation and what has been accomplished in one city can surely be accomplished in another.

In Memphis, Tenn., since many months the central station has carried on an active campaign for wiring of old houses. Contracts for several hundred have been secured by the solicitors of the light and power company. All these contracts have been turned over to the electrical contractor members of the League and distributed equitably between them. At last reports, each contractor has secured and executed with profit some \$3,000 worth of wiring business without any sales effort on his part.

At Chattanooga, Tenn., four years ago it was a common practice for the contractor to short circuit the jobber and buy his quantity supplies out of town direct from the manufacturer and fall back on the jobber only on small purchases which involved much service and no profit for the jobber.

Through the League's influence at Chattanooga this condition has almost entirely disappeared. The latter condition is not due to propaganda on the jobbers' part but to recognition by the contractor that such ordering of material results in no benefit to him

as compared with purchase of items he has in stock and means no profit to the jobber. The contractor's sense of fair play has led him to see the jobbers' point of view.

One of the most trying features of the electrical contracting business is the lack of proper inspection regulations and, in many instances, lax enforcement of those in effect.

In the city of Chattanooga, no inspection existed and any kind of installation, however crude, unsafe and poorly done could "get by." The legitimate contractor who bid on high class work, installation based on modern wiring practice and skillful layout could not sell his services; these features were not recognized by the industrial executives until the League, with the help of Harry B. Kirkland, set about changing this situation and secured the enactment of state legislation establishing electrical inspection in the county and making it safe electrically.

Now, bids are on a safe basis and the whole character of wiring installation in that territory has been raised to a higher plane with more profit to the contractor. But for the League this could not have been done for no one interest could present before the legislation the united front representative of all groups of the industry which the League offers. The League was even asked by the county Judge to make a recommendation as to the appointee for the post of inspector.

In Pittsburgh, Louisville, New Orleans, St. Paul, Cleveland, and other cities, the League has succeeded in bringing about the adoption of new ordinances bringing obsolete inspection regulations on a par with the advancement of the electrical art and placing installations on a new level.

In the fall of 1926, the Electric Association of Chicago drew together the electrical industry of the state at a gathering in Rockford out of which grew the successful adoption by the legislature of a state law granting each municipality the right to pass suitable inspection ordinance but retaining for each its "home rule" rights to exercise their option as regards the details of local ordinance. This marks an epoch in the electrical history of the state, for heretofore all efforts repeated on several occasions had failed. Because the League was representative of all branches of the industry and presented a cross section of the electrical business of that state, and of its impartial neutral character, nefarious opposition was overcome.